International Post Corporation

Post offices will be equipped with small electronic waste collection points

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Bucharest, November 5 - A regular visit to the Post Office can also become an opportunity to make a responsible gesture for the environment. The National Company "Romanian Post" and the ENVIRON Association, with the support of the Ministry of Environment, Waters and Forests, are launching the national campaign "If you still go to the Post Office, take your old appliances with you", through which approximately 4,700 post offices will be equipped, in stages, by March 2027, with containers for collecting small electrical and electronic waste.

Old phones, chargers, cables, broken hair dryers or electric toys that no longer work can be handed in free of charge at participating offices, without additional travel and without complicated procedures.

So far, the offices in Bucharest and the counties of BraÈ™ov, Bihor and ConstanÈ›a have been equipped. Also within the first phase of the program, by November 15, 2026, collection points will also be installed in the post offices in the counties of Dolj and Vrancea.

In the second stage of the campaign, by January 15, 2027, small WEEE collection points will be installed in approximately 2,000 post offices located in the following counties: Arad, ArgeÈ™, BacÄƒu, BistriÈ›a-NÄƒsÄƒud, BotoÈ™ani, BrÄƒila, BuzÄƒu, Cluj, GalaÈ›i, IaÈ™i, Ilfov, MaramureÈ™, MureÈ™, NeamÈ›, Prahova, Sibiu, Suceava and TimiÈ™. In the third stage, by March 15, 2027, another 2,000 collection points will be located in the counties of Alba, CaraÈ™-Severin, CÄƒlÄƒraÈ™i, Covasna, DâmboviÈ›a, Giurgiu, Gorj, Harghita, Hunedoara, IalomiÈ›a, MehedinÈ›i, Olt, SÄƒlaj, Satu Mare, Teleorman, Tulcea, Vaslui and Vâlcea.

Through this initiative, the organizers aim to encourage separate collection and offer people a concrete solution for the electronics they no longer use, and the national infrastructure will ensure access to free collection services, including in smaller towns and communities where such solutions are currently harder to find.

"The Romanian Post is known to most people for collecting utility bills and courier services, but our activity is much more diverse. We offer services to both the population and the business environment, from hosting corporate headquarters for companies to

depositing cash into bank accounts for small entrepreneurs. At the same time, we believe that our role in the community is not limited to the services we offer. We also get involved in projects that respond to real needs of society and that can contribute to a better future for everyone. Through this partnership, we leverage the Romanian Post network to make collection simpler and more accessible to people. It is a concrete example of how the company's infrastructure can also respond to needs that go beyond the scope of postal services. That is why we believe that the best solution to encourage responsible behavior is to make it as simple as possible" , declared Valentin È˜tefan, General Director of the Romanian Post.

"The idea of this partnership started from a simple observation: people are willing to recycle, but often they don't know where or it seems too complicated. We wanted to change this reality and bring collection closer to people, to their everyday places and habits. And the Romanian Post, through its extensive network and presence in communities across the country, is a natural partner for this endeavor. We believe that big changes don't always start with extraordinary gestures. Sometimes, it's enough to do the right thing more simply and conveniently, and if over time we manage to transform recycling from a postponed intention into a regular gesture, then this project will have truly achieved its goal," said Roxana Puia, communications director of the ENVIRON Association.

Romanians keep old electronics, but would recycle if it were easier

The Environ Barometer, conducted by Ipsos in March 2026, shows that 8 out of 10 Romanians have old or defective electrical and electronic equipment in their household, the most common being mobile phones, chargers and cables. Although some of this could be recycled, 36% of respondents keep it in drawers or closets, 36% say that the distance to the recycling point is too great, and 35% say that they simply do not know where to take it.

However, the study also shows significant potential for change: 92% of respondents say they would be willing to hand over all unused electrical and electronic equipment in their household within the next 30 days if the recycling process were as simple as returning a parcel. An accessible solution, integrated into people's usual routes, can thus transform the intention to recycle into a concrete gesture.

Based on these conclusions, ENVIRON and PoÈ™ta RomânÄƒ set out to reduce the distance between intention and action, by integrating collection into the network of locations that people already know and frequent.

A million-ton problem

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The development of collection infrastructure is becoming increasingly important in a context in which the consumption of electrical and electronic equipment continues to grow.

Eurostat data published in October 2026 show the scale of the challenge at European level: in 2024, 14.6 million tonnes of electrical and electronic equipment were placed on the European Union market, 82% more than in 2015. In the same year, the amount of WEEE collected separately was around 5.5 million tonnes. The average collection in the EU was 12.3 kilograms per inhabitant.

In Romania, according to Eurostat data for 2022, the amount collected was approximately 8 kilograms of WEEE per inhabitant, and the collection rate compared to the average of equipment introduced on the market in the previous three years was estimated at 40%, compared to the European target of 65%.

At the national level, data provided by the Environmental Fund Administration and the Ministry of Environment, Waters and Forests indicate that 474,264 tons of electrical and electronic equipment were placed on the market in 2025, while the amount of WEEE collected was 235,426 tons. These volumes show both the magnitude of the flow of electrical equipment and the need for accessible collection solutions, within people's reach.

Why even the smallest electrical appliances matter

Beyond the usual materials that can be recovered through recycling, mobile phones and other small electronic equipment contain valuable raw materials, including rare metals such as neodymium, dysprosium, terbium, yttrium and europium, used in magnets, screens, speakers and other components.

According to calculations by the ENVIRON Association, one ton of recycled mobile phones could allow the recovery of approximately 3.3 kg of rare metals, while a report by the European Commission's Joint Research Centre shows that 46% of critical and strategic raw materials in small electrical and electronic equipment are lost at the collection stage.

About the Environ Association . The ENVIRON Association is a non-governmental and non-profit organization, established in 2007, which has assumed the objective of taking over the responsibility of producers and importers of electrical and electronic equipment regarding the collection and recycling of these products at the end of their life cycle. Environ currently operates over 4,500 collection points nationwide.

Source: Posta Romana

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