



Refurbishment with Purpose:

EUREFAS Champions Circular Tech in Europe

As Europe accelerates toward a more sustainable and digitally resilient future, one alliance is quietly shaping the path. The European Refurbishment Association (EUREFAS) has grown to 25 member companies across 13 countries. This milestone marks more than expansion. It signals a pivotal moment in the movement for a circular economy, where refurbished electronics are no longer seen as second-best but as strategic, sustainable choices.

Founded by entrepreneurs with over €500 million in combined turnover, EUREFAS is not just a trade body. It is a mission-led platform committed to quality, transparency, and environmental responsibility. At its core, the association exists to elevate refurbishment as a credible and standardised industry, ensuring consumers across Europe can access high-quality alternatives to new devices.

“Refurbishment isn’t just a business opportunity. It’s a climate solution, a consumer right, and a matter of economic resilience for Europe.”

- Augustin Becquet, President, EUREFAS



Raising Standards, Shaping Policy

The refurbished electronics market is maturing quickly, driven by environmental awareness and shifting consumer priorities. But the regulatory framework remains outdated, putting the sector at a disadvantage. EUREFAS is working to address this imbalance, advocating for legal frameworks that promote fairness, build consumer trust, and support sustainable growth.

One of its key initiatives is the development of an EU-wide quality label. This would establish clear standards across the industry, helping consumers make informed choices. Alongside this, the association continues to press for stronger Right to Repair legislation. Consumers and independent repairers need better access to the tools and information required to extend product lifespans. This is a cornerstone of circular progress.

Reuse Before Recycling

EUREFAS also promotes a critical shift in sustainability thinking: prioritising reuse over recycling. While recycling has long been seen as the green option, refurbishment retains more value. It conserves energy, reduces emissions, and avoids unnecessary extraction of raw materials.

The association is advocating for legal definitions and policies that better reflect the unique challenges of the second-life electronics market. As Becquet explains, “we’re not just extending the lifespans of devices. We’re extending the lifespan of Europe’s natural resources.”

Influence in Brussels

EUREFAS has established a respected voice at EU level. The association holds a seat on the European Commission’s Expert Group on Waste and has been appointed to the Ecodesign Forum. These platforms allow EUREFAS to shape rules around product repairability and lifecycle sustainability from the outset of product design.

By bridging business, policy, and public interest, EUREFAS reinforces not only environmental values but also European ownership and competitiveness in the global tech economy.

A Network Built on Purpose

What unites EUREFAS members is not just commercial alignment, but shared conviction. Each company commits to upholding quality standards, advocating for responsible practices, and contributing to a local, circular economy. The goal is clear. Refurbished devices should be a default option for consumers: accessible, trustworthy, and aligned with long-term climate goals. In an industry under pressure from both e-waste and resource constraints, EUREFAS offers a practical, hopeful path forward.

**“It’s not a niche.
It’s a necessity.”**

To learn more or join the movement:
www.eurefas.com/contact-us

