Contents

INTRODUCTION BY THE MANAGING DIRECTOR ........................................................................................................... 2
EXPRA NEWS.................................................................................................................................................................. 3
A GREAT SUCCESS - EXPRA SEMINAR ON THE TRANSITION TO A CIRCULAR ECONOMY ................................................. 3
EXPRA STUDY WARNS OF NEGATIVE EFFECTS OF PROPOSED LEGISLATIVE CHANGES ON PACKAGING RECYCLING... 3
EXPRA EXPANDS ITS PRESENCE IN BRUSSELS ......................................................................................................... 4
EXPRA/ISWA WORKSHOP ABOUT THE INTEGRATION OF THE INFORMAL SECTOR, OCTOBER 9, BUCHAREST .......... 4
EXPRA PREVENTION WG WORKSHOP ON DESIGN FOR RECYCLING GUIDELINES FOR MULTINATIONALS .......... 5
NEWS UPDATES................................................................................................................................................................. 5
SIMONA BONAFÈ APPOINTED RAPPORTEUR FOR THE WASTE TARGET DOSSIER ............................................................. 5
HIGHLIGHTS FROM THE COMMISSIONER HEARINGS .................................................................................................... 6
COCA-COLA HBC AG NAMED INDUSTRY LEADER IN THE 2014 DOW JONES SUSTAINABILITY INDEX ....................... 6
SPANISH FOOD ECO-PACKAGING AND MARKING PROJECTS AWARDED ................................................................. 7
NEWS FROM MEMBERS......................................................................................................................................................... 7
ECO-ROM (ROMANIA) ................................................................................................................................................. 7
FOST PLUS (BELGIUM) .................................................................................................................................................... 8
CONAI (ITALY) ................................................................................................................................................................. 8
GRØNT PUNKT (NORWAY) ........................................................................................................................................... 8
ECO ENTREPRISES QUEBEC ........................................................................................................................................ 9
GREENPAK (MALTA) ...................................................................................................................................................... 10
Introduction by the Managing Director

Dear reader,

It is indeed a busy autumn for us packaging and waste professionals, with waste management and material recycling being at the heart of the Commission’s circular economy package.

Following a detailed examination of the Commission proposals over the past months, EXPRA has just published a feasibility study on The effects of the proposed EU packaging waste policy on waste management practice. It concludes that the increased recycling targets proposed by the European Commission would in fact lead to the need to collect more household packaging waste than the packaging originally distributed on the market. Besides, the costs for collection, sorting and sale of packaging waste would more than double under the proposed legislation. This clearly shows the need to set recycling target levels that are ambitious, but realistic.

The EXPRA study findings were also recently presented at an EXPRA high-level policy dialogue in Brussels, which saw the participation of representatives from the Commission, industry and NGOs. Participants agreed that meeting packaging waste targets is a joint effort, and that the roles and responsibilities of all actors who are responsible for ensuring these are achieved should be clearly defined.

The discussions focused in particular on the role of Extended Producer Responsibility (EPR) in the transition to a circular economy. EXPRA remains convinced that the implementation of EPR can make a significant contribution to improved waste management performances across Europe. But to reach its full potential, we need EPR criteria in European legislation that clearly defines and specifically outlines the roles and responsibilities of the different actors involved.

The institutional discussions on the dossier have kicked off, and EXPRA will remain actively involved in the discussions on the waste target review as they evolve over the months to come. We are also very interested in hearing your views, so do not hesitate to get in touch to discuss further!

Enjoy your reading!

With best regards,

Joachim Quoden
Managing Director of EXPRA
EXPRA news

A GREAT SUCCESS - EXPRA SEMINAR ON THE TRANSITION TO A CIRCULAR ECONOMY

On 22 September, EXPRA organised a high-level policy dialogue on the role of the Extended Producer Responsibility (EPR) in the transition to a circular economy. With over 70 participants, this seminar was a great opportunity to confront the views on EPR and the circular economy of several key actors such as municipalities, industry representatives, NGOs and EU institutions.

Julio Garcia Burgues, Head of the Unit for Waste Management and Recycling at DG Environment gave the keynote speech, followed by an intervention of Paul Christiaens, Secretary to the Board of Nedvang, Netherlands, who presented a feasibility study conducted by EXPRA on The effects of the proposed EU packaging waste policy on waste management practice.

Garcia Burgues, in particular, outlined the reasons for the proposed EPR criteria, and admitted that specific rules for EPR in the sphere of packaging like self-regulation or third/independent party checks should be discussed further.

These two presentations were followed by a panel discussion in which Marianne Muller, Policy Officer at the Commission, Hans Van Bochove, Vice-President Public Affairs and Government Relations of Coca Cola, Piotr Barczak, Project officer at the European Environmental Bureau, Weine Wiqvist, President of Municipal Waste Europe, Alfred Rosales, Director General of Federec and William Vermeir, President of EXPRA, exchanged their views on the topic and answered the questions of the participants.

During the discussions, Marianne Muller answered inter alia industry requests for a level playing field in waste management by explaining that EU action is limited by the subsidiarity principle. Weine Wiqvist from Municipal Waste Europe called for a clarification of the definitions, whereas participants from the industry outlined the needs for policymakers to give them the tools to achieve the transition to a circular economy and not only the bills. Defining clear roles and responsibilities at EU level is necessary to drive cost-efficiency and accountability and, along with the minimum performance criteria, to ensure a level playing field among economic actors, argued Van Bochove.

Participants agreed that meeting packaging waste targets is a joint effort, and that the roles and responsibilities of all actors who are responsible for ensuring these are achieved should be clearly defined. Stakeholders moreover acknowledged that it is of crucial importance to look for common positions, despite the different interests.

EXPRA STUDY WARNS OF NEGATIVE EFFECTS OF PROPOSED LEGISLATIVE CHANGES ON PACKAGING RECYCLING

A feasibility study on The effects of the proposed EU packaging waste policy on waste management practice, developed by the Data and Reporting Working Group of the Extended Producer Responsibility Alliance (EXPRA), concludes that the increased recycling targets proposed by the European Commission would lead to collect more household packaging waste than the packaging originally distributed on the market. Besides, the costs for collection, sorting and sale of packaging waste will more than double under the proposed legislation.

The study, released on 3 October, analyses the impact of the legislative proposals published by the Commission in July, as part of the Circular Economy Package. Based on data from 11 EU member states[1], the research focuses on the

---

[1] Belgium, Bulgaria, Czech Republic, Greece, Italy, Netherlands, Romania, Slovakia, Spain, Luxembourg and Malta.
amendments to packaging recycling, in particular the new approach to recycling measurement and the revised recycling targets.

Recycling is currently measured through the weight of packaging waste that enters a recycling process, i.e. what is prepared for recycling, without suffering significant losses. The Commission proposes to measure recycling at the output of the recycling process, unless the losses to the waste that is recycled are 2% or less. The examples in the study show that losses in the sorting and recycling process can be substantial. Depending on the material the net loss could reach up to 40%.

The expected levels of packaging waste collection under the proposed approach will also prove difficult or impossible to reach. With the exception of glass packaging waste in 2025, more packaging waste from households would have to be collected than the packaging that is put on the market.

With regard to costs, an increase of 35%, 132% and 141% should be expected across the system in 2020, 2025 and 2030 respectively. The annual cost per inhabitant in EU countries where EXPRA has members is estimated to increase from €6.65 to more than €15.

Administrative burden, complexity of traceability of by-products of the recycling process and risk of lower quality recycling are additional shortcomings illustrated in the study.

EXPRA President William Vermeir said: “We would like to point out the need for realistic target levels and keeping the measurement point where the sorted material is put into recycling. All of these proposals were made after detailed analyses, based on our long term experience and proven with concrete examples”.

The study was presented on 22 September during a high level policy dialogue on The role of Extended Producer Responsibility in the transition to a circular economy, organised by EXPRA. The study is available at: http://www.expra.eu/downloads/expra_20141004_f_UU2Gge.pdf

EXPRA EXPANDS ITS PRESENCE IN BRUSSELS

After 7 years at Eco Pack, the Bulgarian EXPRA member, Monika Romenska joined the EXPRA team in Brussels on the first of September.

This new addition to the team will further expand EXPRA’s presence in Brussels, and reinforce the representation of the interest of its members at EU level.

EXPRA/ISWA WORKSHOP ABOUT THE INTEGRATION OF THE INFORMAL SECTOR, OCTOBER 9, BUCHAREST

EXPRA alongside the Legal issues Working group of ISWA (which is chaired by EXPRA) organized a one-day workshop on the challenges brought about by the integration of the so called informal sector into waste management systems. Eco Rom, our Romanian EXPRA member, took care of all organizational matters, which led to a successful workshop.

About 80 participants from 13 countries attended the workshop, namely from Austria, the Netherlands, Romania, Bulgaria, Hungary, Bosnia, Turkey, Greece, Macedonia, Belgium, Germany, Serbia and Malta.

Philippe Dierxscens from DANONE reported about the initiatives of industry in South America; speakers from the University of Vienna and from the UNESCO reported about various studies that have been run to understand the problem and the ways to improve the situation for the informal sector. Also, Maarten Labberton from the European Aluminium Association participated in the panel discussion, introducing the efforts of the aluminium
industry to ensure recycling of their alu cans.

The participants agreed that the workshop highlighted a problem that has not only relevance for emerging countries but for Member States of the European Union as well, mainly because of the financial situation in many countries and the high value of PET bottles and alu cans on the other side.

Solutions strongly depend on the local situation, especially on whether the country has or is in the process to develop an infrastructure for separate collection of waste. Here the loss of the valuable part of the waste (especially when and if these materials are stolen out of the containers) harms the running of such a system.

Other solutions can and have to be found in countries where the waste management system is mainly run by the informal sector; here the improvement of the health conditions for those people is the focus of the efforts.

EXPRA PREVENTION WG WORKSHOP ON DESIGN FOR RECYCLING GUIDELINES FOR MULTINATIONALS

The EXPRA Prevention Working Group organized a one-day workshop with representatives from multinational companies to discuss a first draft on design for recycling guidelines.

The workshop started with a visit to a light weight sorting plant to demonstrate how packaging can be sorted into fractions and qualities. The participants were able to see in practice the entire process from the transportation of the packaging waste to the plant through to the final result: separated baled materials, ready for the recycling plant.

In the afternoon, a first draft of the guidelines that should ensure and improve the recyclability of packaging was discussed in detail with the different representatives of industry.

This initiative was very welcomed by industry and it was agreed that a small joint team should be established, which will meet at least twice a year to discuss the challenges in the sector and possible solutions.

News Updates

SIMONA BONAFÈ APPOINTED RAPPORTEUR FOR THE WASTE TARGET DOSSIER

Simona Bonafè has been confirmed as the European Parliament rapporteur for the waste target review dossier.

Member of the Italian Democratic Party, Simona Bonafè held her first political mandate at local level in the town of Scandicci in 2004. She was reelected in 2009 and worked as one of the three coordinators of Matteo Renzi during the Italian centre-left primary elections of 2012.

New in the role as MEP, she is now a Member of the ENVI committee and of the delegation for the relations with China. She is also a substitute of the ITRE Committee and the delegation for relations with the United States. Her first intervention as MEP took place during the plenary debate about the UN Climate Summit 2014. There, she highlighted
the necessity to combine policies protecting the environment with policies promoting new industries, boosting our competitiveness and creating jobs.

See her European Parliament profile here.

HIGHLIGHTS FROM THE COMMISSIONER HEARINGS

The Commissioners’ hearings recently ended. The circular economy was referred to by the Commissioner-Designate for Environment, Maritime Affairs and Fisheries, Karmenu Vella, who outlined that taking the resource efficiency agenda with the Circular Economy Package forward will be one of the priorities of his tenure. In his introductory statement, he also explained that real sustainable economic growth can only be achieved by a switch to a circular economy, keeping raw materials in use as long as possible and extracting resources from the products at the end of their life cycle. However, he did not provide any details of the way the dossier might move forward.

Very few MEPs, in turn, asked questions to the Commissioner-designate in relation to the circular economy package. Among these, Francoise Grossetete (EPP, France) raised the issue of reliable data for waste policies, while Karl-Heinz Florenz (EPP, Germany) called on for more Commission support for the dossier.

Also relevant to note, as a result of political negotiations that took place around the appointment of the new Commission, Dutch Commissioner-designate Frans Timmermans is expected to be responsible for sustainable development, in addition to his portfolio of Vice-President in charge of in charge of Better Regulation, Inter-Institutional Relations, the Rule of Law and the Charter of Fundamental Rights.

According to a S&D press release, he will take responsibility for Article 11 of the TFEU on sustainable development. Gianni Pitella (S&D, IT) stated that “this means the responsibility for coordinating all portfolios that can make a contribution to sustainable development, including climate action and energy.” To recap, Article 11 states that “Environmental protection requirements must be integrated into the definition and implementation of the Union's policies and activities, in particular with a view to promoting sustainable development.”

See the S&D press release here.

Next steps:

- 22 October: Vote in Plenary on new Commission scheduled
- 23 October: Vote in Council on new Commission scheduled
- 1 November: New Commissioners are expected to take office

COCA-COLA HBC AG NAMED INDUSTRY LEADER IN THE 2014 DOW JONES SUSTAINABILITY INDEX

Coca-Cola HBC has been named industry leader in the world Dow Jones sustainability index. This index assesses the performance of the world’s leading companies in terms of economic, environmental and social criteria and is used as a good indicator for investors who integrate a sustainability criteria in their investment choices.

Coca-Cola HBC was in competition with 30 companies from the beverages sector in DJSI World and 10 companies in DJSI Europe. In addition to improving its global score (reaching 89% compared to 81% last year), it achieved industry-best scores across the environmental and social dimensions, and more specifically in the areas of health and nutrition, supply chain management, environmental policy, environmental reporting, social reporting, talent attraction and retention, and human capital development.

Following the release of the ranking, Coca-Cola HBC CEO Dimitris Lois expressed his satisfaction: “We are delighted to be recognised as an industry leader by this renowned benchmark of corporate sustainability performance. Our substantial improvement this year confirms how committed we are to the sustainability agenda. It remains a key strategic priority for the business and our focus will be on making further progress in order to maintain our leadership position.”
SPANISH FOOD ECO-PACKAGING AND MARKING PROJECTS AWARDED

The Commission has reported on its website that two projects, supported by the EU CIP Eco-Innovation Programme, have received the Best European Environmental Project award for 2013 from the Valencia Ministry of Finance and Public Administration.

The first project, ECOBIONET, created a process to manufacture biodegradable netting that can be used to package fruit and vegetables. The second one, the Lasermark project, managed to find an innovative method to mark fruit and vegetables with laser imprints, offering an alternative to adhesive labels.

See the article here.

NEWS FROM MEMBERS

ECO-ROM (ROMANIA)

ECOLLECT - CIRCULAR ECONOMY IN YOUR OFFICE

Ecollect is a unique separate collection program in Romania that organises the collection of packaging waste from office buildings. The uniqueness of the program comes from three particularities:

Ecollect has three specific features:

- The Ecollect collection infrastructure is entirely made of recycled materials. During the production process infrastructure producers, Eco Paper S.A. and Munplast S.A., are recycling the waste collected under the programme.
- Also the infrastructure is 100% recyclable, so in case of damage or contamination the collection infrastructure is returned back to the producer who takes care of recycling it.
- Infrastructure ordering and collection requests are integrated in an online system that allows us to manage any client request within 48 hours, but also permits all registered companies to monitor the collected and recycled quantities.

The programme objectives are the following:

- Increasing awareness regarding separate collection benefits;
- Developing waste prevention program in office areas;
- Increasing employees’ involvement into environment protection activities.

For more details, please visit www.ecollect.ro
**Fost Plus (Belgium)**

**Out-of-home collection becomes the norm**

'We sort our waste here, just like at home'. This headline covers a series of projects that Fost Plus launched over the past years to activate consumers to extend their good sorting behavior at home to other places. It is now possible for consumers to sort their empty packaging into PMD-bins (plastic bottles and flasks, metal packaging and drink cartons), both in the office as well as in a number of out-of-home situations. For Fost Plus, out-of-home sorting should become the norm. In close cooperation with the Regions, several target groups are identified and are actively accompanied.

The introduction or optimisation of waste sorting consists in placing suitable and sufficient waste bins, raising awareness by placing posters with sorting instructions, training people responsible for waste, and monitoring the quality of sorted waste.

Fost Plus already offered sorting possibilities to schools, campsites, events, sports clubs, Brussels Airport and the beach, and recently developed new projects in shopping centers, holiday parks and recreation areas.

**CONAI (Italy)**

**CONAI produces study on ”Economic and employment effects in the development of the recycling chain of municipal waste”**

The aim of the study is to assess the impact that achieving the European objectives for 2020 (setting 50% recycling of waste) could have on employment and the economy in Italy.

The study simulates two scenarios, the first theoretical, which foresees the achievement of 50% recycling of municipal waste in the three macro areas of North, Central and Southern Italy, where the problem of landfilling has also been overcome. A second scenario takes into account the different starting positions of the three areas and evaluates possible but realistic evolutions. In this framework, it is possible to envisage a national average recycling rate of municipal waste of 50%, with minimum 40% and maximum 61% recycling. In this scenario, the landfill would be reduced by 4 million tons by 2020, or 20% compared to 2013 in the Centre South and 10% in the North.

Achieving the new EU waste management objectives could bring significant benefits in terms of employment. In the conservative scenario, the additional employees in the recycling chain (waste collection, transportation, sorting and recycling net jobs lost in other sectors, such as landfills) would be about 76,400 workers and, for the construction of facilities (selection, composting, recycling and intermediate-energy), around 12,600, which makes around 89,000 new jobs.

**Grønt Punkt (Norway)**

**Norway’s tax on beverage packaging**

In Norway, beverage packaging is subject to an excise tax. The initial purpose in the 1990’s was to reduce littering and secure reuse. This tax applies per unit, differentiated by the negative impact the material has on nature; carton given the lowest tax, glass and metal the highest. Each year, the packaging recovery systems report about the volumes recycled and energy recovered and receive approved deduction in the tax accordingly.

In 2013, Environment department asked the Directorate of Environment to report and suggest taxation in order to increase recycling. This spring, their report was submitted. They suggested removing the deduction of energy recovery, thus increasing taxes substantially. Although the intention was good, the result may lead to adverse effects. First, the tax for beverage packaging outside the deposit system will be so high that producers may change packaging for tax reasons.
not environmental. Second, it is unfair to present the taxation of all beverage packaging highly claiming environmental reasons when the income is purely fiscal.

All affected actors have now joined forces and will answer a consultative document with a proposal for an alternative tax that will motivate the extended use of recycled material and renewable recourses in beverage packaging, in addition to recycling. This may trigger an incentive for environmental-friendly packaging. A revised tax is supposed to take effect in 2016.

**ÉCO ENTREPRISES QUEBEC**

**OPTIMIZED PACKAGING AS STRATEGIC LEVERAGE**

Part of Éco Entreprises Québec’s (ÉEQ) mandate is to contribute to the optimization of Québec’s curbside recycling value chain in order to enhance system performance and, ultimately, leverage companies’ financial support.

Materials generated by packaging manufacturers, companies and their suppliers constitute the first link in the chain. In that regard, ÉEQ acts as an expert agent of change in the industry. The organization recently developed a toolbox to provide decision-makers with specific information in non-technical terms on the economic, environmental and competitive benefits of ecodesigned packaging and printed matter.

The OptimEco.ca portal, winner of the Innovation prize in the Novae Corporate Citizenship competition, offers companies a life cycle approach to the development of packaging and printed matter, from procurement to the end of the item’s useful life. The initiative encourages companies to use recyclable materials and include recycled content in their packaging as well as reduce quantities of materials generated at the source: a win-win for everyone! To further generate interest and draw companies to the concept of packaging ecodesign, ÉEQ will be offering even more support this fall with an information kit and custom-designed training.

In addition, ÉEQ will soon release the results of a survey carried out in partnership with the Responsible Consumption Observatory. Survey results will help us better understand how consumers perceive ecodesigned packaging and their expectations in that regard.

For more information and to view the video on packaging ecodesign » www.ecoentreprises.qc.ca/optimeco
**GREENPak (MALTA)**

**GREENPak covers 70% of MALTA’S population for waste packaging**

More municipalities in the Maltese islands are served by GreenPak as they move away from GreenPak’s competitor, a competitor formed by a trade union representing waste collectors and shop owners. GreenPak is a not-for-profit system owned by obliged companies and to date GreenPak collaborates with 39 municipalities representing 70% of the Maltese population.

In each municipality, GreenPak has improved the recycling infrastructure by adding collection points and kerb-side collections of packaging waste which is backed up by the distribution of free recycling bags and door-to-door educational campaigns. In recent months GreenPak has introduced nation-wide kerb-side collections of glass. To further incentivise municipalities to recycle more, GreenPak runs the Local Council Annual awards in which municipalities are awarded cash prizes for outstanding projects. [http://www.greenpak.com.mt/community-news/1684-greenpak-hosts-the-2014-local-council-awards](http://www.greenpak.com.mt/community-news/1684-greenpak-hosts-the-2014-local-council-awards)

These awards instil a sense of competition and pride as municipalities strive to win one out of the six awards.

From its humble beginnings in 2004 starting with just 10 members, GreenPak now has a membership base of over 1,300 members. Another milestone was set in 2009 when GreenPak was restructured as a Co-operative society to better serve the public community, making GreenPak a true pioneer in Malta’s efforts to recover more waste packaging.

---

**Fost Plus (Belgium)**

**Deposit threat in Belgium**

Five months after the elections in Belgium, all governments have now been established both at the regional level (Wallonia, Flanders and Brussels) and at the federal level.

At the regional level, what has been agreed in the respective coalitions beholds some important challenges. Both the Wallonian and Flemish governments refer to a possible introduction of a deposit scheme for beverage packaging. In Wallonia, it is said that ‘priority shall be given to a clean environment by introducing a deposit scheme for aluminum cans and other packaging abandoned or by another remedial mechanism’. In Flanders, an impact analysis will be done regarding a possible introduction of a deposit system for plastic bottles and cans’.

Industry (e.g. Food and drink associations, retailers, Fost Plus) is against this initiative and will do everything to try to convince politicians that a deposit on one way beverage packaging is not a good idea. It is not yet clear as to how far and how fast both governments want to go. In Wallonia, the environmental Minister gives the impression that the decision has been taken and that it only needs to be implemented. In Flanders, the tender procedure for the impact study has been launched.

At the federal level, it has been agreed that the tax on plastic bags and some disposable items such as cutlery (the so-called pick nick tax) will be cancelled. It is said that the tax has achieved the desired impact and that its current proceeds are not in proportion to the administrative burden.