Content

Content ........................................................................................................................................... 1
Introduction by the Managing Director ......................................................................................... 3
Expra news ....................................................................................................................................... 5
 EXPRA General Assembly, 3 December 2014, Brussels .............................................................. 5
 Two new members, Packaging and Newspaper Collection Service (FTI) Sweden and the 
 Environmental Register of Packaging (PYR) Finland join EXPRA........................................... 6
 EXPRA open letter to Commissioner Vella regarding the Circular Economy Package ............ 6
 A strong common statement of obliged industry on the EU Waste Package ......................... 7
News update ................................................................................................................................... 8
 The Commission’s Work Programme for 2015: withdrawal of the Circular Economy Package .............................................................................................................................. 8
 The International Solid Waste Association (ISWA) Key Issue paper on Extended Producer 
 Responsibility .................................................................................................................................. 8
 “Is It Waste”: New tool to decide between by-product or End-of-Waste status ..................... 9
News from EXPRA members .......................................................................................................... 10
 FOST PLUS and VAL-I-PAC organize the Greener Packaging Seminar .................................... 10
 Ecoembes (Spain) Code of Ethics ................................................................................................. 11
 Ecoembes (Spain) "Design for Recycling" Project ....................................................................... 11
 CONAI (Italy) published the first Sustainability Report ............................................................. 12
 ECOPACK Bulgaria – 10 years Recovery leader, CARING FOR SOCIETY AND NATURE ....... 13
 Eco-Rom (Romania) - New services provided for Romanian obliged industry ....................... 14
 The 4th edition of GreenPak’s Irriċikla għall-Istrina ma’ GreenPak’ campaign was officially 
 launched at the Birkirkara Primary School ..................................................................................... 15
Introduction by the Managing Director

Dear reader,

Welcome to the first edition the EXPRA monthly e-newsletter. You can see its web version here. We hope that in this new format you will find it more attractive and easier to read.

The end of the year is usually a time for evaluation. I believe that we can confidently say that EXPRA has succeeded in establishing itself as the leading association for industry owned EPR. Internally the organization strengthened, our members are constantly working to improve their performance, EXPRA Working groups are following the identified priorities and their first projects have been finalized and delivered. A major success was the Feasibility study on the effects of the proposed EU packaging waste policy on waste management practice, developed by the Data and Reporting WG. The study was highly appreciated by all stakeholders, including the European institutions. EXPRA was the first to organize a high-level policy dialogue on the Circular Economy Package in Brussels, which saw the participation of representatives from the Commission, industry and NGOs.

2014 has been a challenging year too: in July the Commission published the Circular Economy package and the legislative proposals for the PPWD and WFD. As you know, EXPRA participated actively in the process, providing the Commission experts and the consultants with accurate and detailed data, shared our experience and generally tried be useful partners in the entire process. Nevertheless, the proposals for revised WFD and PPWD were not as satisfying as we expected and many topics should be improved from our point of view, just to mention the targets respective deadlines, the proposed new measurement point, the EPR minimum criteria and overall the reliability of the data on which the whole proposal is based.

We actively participated in all following discussions, presenting and defending our positions. We declared that there are key aspects of the legislative proposal concerning the EPR criteria including the cost question, the targets and the measurement point, which will require the new Commission to change and to improve their proposal. As a key stakeholder EXPRA joined in the discussions on the possible withdrawal of the CEP, sending an open letter to Commissioner Vella, that you will find in this newsletter.

Finally, as you know, the new Commission decided to withdraw the Circular Economy Package, giving the justification that there is “no foreseeable agreement” between member states and MEPs. Still the Vice President Timmermans pointed out that the Commission will reintroduce a new package that would be “broader and more ambitious” and would not look at just “half the circular economy, but the whole of the circular economy”.

Expbra
Extended Producer Responsibility Alliance
This decision raises numerous questions, but I can assure you that EXPRA will remain actively involved in the discussions and we will continue to share our thorough knowledge and experience in end-of-life management of packaging with the European Commission and other major stakeholders.

And last but not least I would like to wish you a Merry Christmas and a Happy New Year!

Enjoy your reading!
EXPRA General Assembly, 3 December 2014, Brussels

On December 3, EXPRA held its second General Assembly meeting during 2014. Following the already established tradition, the meeting was organized in two sessions. The CEOs of virtually all of EXPRA’s member organizations were present and approved the applications of our colleagues from FTI, Sweden and PYR, Finland as new full members. The General Assembly also confirmed the membership of EXPRA in the EPR Club - the platform for exchange and debate about EPR in Europe amongst key stakeholders and experts.

During the public part of the General Assembly meeting several guests and guest speakers joined. Mr. Seamus Clancy, Managing Director of REPAK (Ireland), Mr. Johan Sneyers and Mr. Francis Huisman from VAL-I-PAK (Belgium) and Mrs. Undine Bude and Mrs. Sigita Namateva from Green Dot Latvia, Ms. Agathe Bocquet from the Office of Pavel Telička, ALDE MEP for Czech Republic, as well as representatives from Tetra Pak and Ball Packaging participated in the meeting. Mrs. Marianne Muller from the European Commission, Ms. Bilyana Spasova, author of a thesis about EPR & Competition, Mr. Garth Hickle from the Minnesota Pollution Agency, Mr. Kent Carlsson from FTI (Sweden) and Mr. Juha-Heikki Tanskanen from PYR (Finland) gave presentations. The participants discussed the key developments on the EU waste and resource efficiency agenda as well as the future development of the debate on the Circular Economy Package and the Waste Target Review.
Two new members, Packaging and Newspaper Collection Service (FTI) Sweden and the Environmental Register of Packaging (PYR) Finland join EXPRA

During its General Assembly meeting on 3 December 2014, EXPRA welcomed two new members - FTI from Sweden and PYR from Finland, extending its presence in Northern Europe.

FTI (Förpacknings- och Tidningsinsamlingen) is a company responsible for ensuring that packaging and newspapers in Sweden are collected and recycled. FTI is operating since 20 years and is the face of obliged industry towards the government and local authorities. Owners of FTI are the four materials companies Plastkretsen, MetallKretsen, Returkartong and Pressretur. There is also Svensk GlasÅtervinning with an agreed collaboration. The FTI's and materials companies' boards include representatives from the packaging and newspaper industry, commerce and trade associations.

PYR, The Environmental Register of Packaging PYR Ltd is a non-profit company implementing packaging producer responsibility in Finland. It is owned by the Finnish business and industry sector and has 10 shareholders that are trade associations representing the whole Finnish industry. Over 95% of Finland’s packaging producers, fillers and producers are registered with PYR. It assists member companies and the Finnish authorities to fulfill their recovery obligations in compliance to EU and national legislation and its aim is to create a system that serves the interests of the environment, companies and people in the best possible way.

The two organisations are very warmly welcomed to the EXPRA family, and we look forward to a close future cooperation. They have come on board at an interesting time, given the discussions on the Circular Economy Package published in July this year and the legislative proposals for the Packaging and Packaging Waste Directive and the Waste Framework Directive, that will impact waste management in the next 15 years and beyond.

EXPRA open letter to Commissioner Vella regarding the Circular Economy Package

Among the numerous reactions to a potential withdrawal of the CEP and following a letter of several leading Members of the European Parliament, as well as the one of 11 Member States.
Another open letter was sent to Commission President Juncker this week, condemning the possible withdrawal of the CEP, signed by various stakeholders, including Municipal Waste Europe, RREUSE, ACR+, FEAD, European Environmental Bureau and Zero Waste Europe.

Therefore after an intensive internal discussion EXPRA decided also to raise its voice and to send an open letter to Commissioner Vella, cc to President Juncker and Vice president Timmermans. In this letter, EXPRA highlighted the need for improvement of certain topics in the Package with a focus on target levels, recycling measurement and provisions regarding Extended Producer Responsibility (EPR). Of course, EXPRA states that it is willing to share the vast experience and knowledge of its members in the packaging waste management field.

You can find the letter [here](#)

**A strong common statement of obliged industry on the EU Waste Package**

In view of the forthcoming presentation of the European Commission’s work programme 2015 on 16 December 2014, a coalition of industries active in the packaging value chain has sent a joint statement on the EU Waste Package to President Juncker, First Vice-President Timmerman, other relevant Commissioners, Member States, Members of European Parliament and media.

The 27 organizations, including EXPRA, declare that they are prepared to work constructively with the European Parliament, Council and Commission to help them reach an agreement that meets the growth and environmental objectives of the proposal. It is noted that even if the proposal is withdrawn, there will still be substantial challenges that will need to be addressed to ensure better implementation of the Packaging and Packaging Waste Directive and the organizations are ready to discuss these challenges and possible solutions.
News update


On 16 December the European Commission adopted its Work Programme for 2015, setting out the actions the Commission intends to take over the next 12 months. During previous discussions, the Commission’s representatives stated that the Work Programme aims to put the notion of ‘political discontinuity’ into practice. It therefore included a list of items to be withdrawn among which is the Circular Economy Package.

The withdrawal of the current Circular Economy Package was announced by the European Commission Vice President Frans Timmermans. He underlined that this only indicates that the format of the particular item is incorrect and that the objectives will be attained via a new proposal. Vice President Timmermans pointed out that the Commission will reintroduce a new package that would be “broader and more ambitious”, would not look at just “half the circular economy, but the whole of the circular economy” and would come in 2015.

The withdrawal will however be confirmed once the views of the fellow institutions are heard.

EXPRA regards this development as an opportunity to work now even closer with the European Commission to ensure that the new legislative proposal is more in line with our beliefs and expertise.

The International Solid Waste Association (ISWA)

Key Issue paper on Extended Producer Responsibility

The ISWA Working Group on Legal Issues recently published a Key Issue paper on “Extended Producer Responsibility based on experiences with EPR in the European Union.”

The paper states that the Extended Producer Responsibility (EPR) has lead without any doubt to better recycling results for packaging waste, WEEE, and many other waste streams.

In the document is quoted the OECD definition for EPR - “an environmental policy approach in which a producer’s responsibility for a product is extended to the post consumer stage of a product’s lifecycle.” In this way the responsibility is shifted from the local authorities and taxpayers towards the producer. This also creates a market incentive for producers to
incorporate environmental considerations in the design of their products. In addition, ISWA points out that EPR should reduce landfilling of waste and lead to increased recycling, under environmentally, healthy and socially desirable conditions.

EXPRA welcomes the findings of ISWA, namely that all stakeholders in the product chain should be involved in the process and that their responsibilities should be clearly defined, to avoid conflict of interests. Among the most important prerequisites for the successful implementation of EPR is transparency. It is necessary to enable national governments to control the proper implementation of EPR and ensure that both producers and consumers can make informed choices. Another major condition defined in the document, is the setting up of an effective and efficient legal framework accompanied by adequate regulatory investigation, monitoring and enforcement activity.

The paper concludes that EPR is not a stand-alone policy measure. It should always be incorporated in a mix of environmental policy measures as there is no one-size-fits-all approach. EPR effectiveness will always depend on national circumstances, conditions, priorities and waste streams.

You can find the full text of the Key Issue Paper in the section “Most recent ISWA Publications” at http://www.iswa.org/iswa/iswa-groups/working-groups/

“Is It Waste”: New tool to decide between by-product or End-of-Waste status

Created as part of EU LIFE+ Equal (Ensuring Quality of waste derived products) programme, “Is it waste” is a web tool, recently launched to help businesses manage their waste and surplus materials.

With this tool, businesses are guided step-by-steps on the procedure to determine if their waste or surplus materials meet the end-of-waste criteria and can be considered as products again.

Commenting on the launch of the tool, Chief executive of the Chartered Institution of Wastes Management (CIWM) declared: “deriving value from waste materials by turning them back into safe, high quality products is an essential element in the move towards a more circular economy”. “Offering both economic and environmental benefits if supported and regulated appropriately, waste-derived products improve business resource efficiency and competitiveness, reduce reliance on landfill, and help to conserve virgin raw materials” he added.

See the Recyclingportal report here and the link to the web tool here
News from EXPRA members

FOST PLUS (Belgium) and VAL-I-PAC (Belgium) organize the Greener Packaging Seminar

On the 24th of November, at the occasion of the European Week of Waste Reduction, Fost Plus and Val-I-Pac organized a seminar in Brussels dedicated to packaging optimization. The event was also the appropriate time to announce the start of the Greener Packaging Awards 2015, a contest open to all companies that put packaging onto the market. The purpose of the biennial contest is to reward a number of companies that wish to highlight the efforts made in order to reduce the environmental impact of their packaging. Various speakers were invited to the Seminar, two of them the big winners of the previous edition of the Greener Packaging Awards (Colruyt and P&G). They spoke about the progress made in terms of packaging, about the weight reduction in packaging, the logistic optimization and the use of new materials such as nanomaterials. All presentations and photos of the past event are available on the site www.greenerpackaging.be
Ecoembes (Spain) Code of Ethics

Ecoembes has recently published its new Code of Ethics that was approved by the company board last May.

This new code replaces the 2008 version. Based on the company’s mission, vision and values, it is the cornerstone of the company’s corporate ethical culture. Ecoembes’ seven corporate values—Cooperation, Efficiency, Integrity, Innovation, Proactivity, Rigor and Sustainability—were selected by the employees and completed and approved by the Board. These values are the basis of the company’s action guidelines: Efficiency, Business Ethics and Sustainable Development.

The new Code embodies a double approach to the company’s obligations: it lays down the company’s commitments to its main stakeholders—stockholders, employees, member companies, public administration, recyclers, suppliers, and public in general and on a more specific level, it includes guidelines for appropriate conduct. Furthermore, Ecoembes’ new Code is not only a guide for employees; it is also applicable to other company members such as stockholders and board members. The company is committed to promote its code throughout its supply chain, specially where legal compliance and human and labour rights are concerned.


Ecoembes (Spain) "Design for Recycling" Project

The features of the package once it becomes waste, are key elements for its proper collection, sorting and recycling.

The Ecoembes "Design for Recycling" project comprises a set of activities and services that aim to provide companies with greater knowledge about how to integrate environmental aspects relative to package management in their design phase: a diagnostic computing tool, an online course, visits to sorting plants, in-company training on recyclability, Autonomous Community workshops, etc.

Throughout 2014, ECOEMBES has been especially dedicated to this project, training 43 companies that have shown interest in acquiring more in-depth knowledge on recyclability, 3 workshops in cooperation with the government, 12 visits to sorting plants, and a presence at the Envifood and Empack Fairs. Ecoembes has taken part in the European Week for Waste Reduction, at which it plans to conduct various workshops in collaboration with 5 Autonomous Communities, where it will continue to demonstrate its commitment to recyclability as a transversal issue in its message towards its stakeholders.
CONAI (Italy) published the first Sustainability Report

The results achieved in more than 15 years of activity of the CONAI System were collected in the first Sustainability Report CONAI.

The report applies the international last generation standard Global Reporting Initiative (GRI-G4): through the involvement of the stakeholders has been identified six indicators considered key to define the environmental, social and economic effects.

In 15 years of activity, the amount of packaging sent to landfill fell by over two thirds to less than a quarter; that recovered from 33% to 76.4%, avoiding the construction of at least 100 landfills. Tons of packaging waste sent for recycling in 2012 were 8.6 million. Thanks to the recycling of packaging, the KwH saved in 15 years were 350 billion, a value greater than the total annual energy demand in Italy, as well as 125 million have been tons of CO2 emissions avoided.

According to research commissioned to society Althesys, compared to € 4.1 billion of contributions from CONAI member companies, the recovery of packaging of the six materials produced 15.2 billion euro of benefits for the entire country. Since 1997 for each Euro invested in the CONAI system, the whole country got benefits for 3 Euro.

From an employment perspective, the recycling companies in Italy are now 1400, with a turnover of 9.5 billion Euros. As part of the recycling industry, the system generated a consortium led economic of 6.3 billion euro, the result of increased employment generated (activities of collection, logistics, selection and packaging recycling). In waste management are estimated almost 150,000 employees: the system of collection and recycling of packaging waste has created, up to 2012, 16,000 new jobs in addition the employees (about 21,000) of the recycling industry. Collection and recycling of packaging waste employ about 37,000, more than double compared to 2003.

To download the “CONAI Sustainability Report”: www.contenutiecontenitori.it
ECOPACK Bulgaria – 10 years Recovery leader,
CARING FOR SOCIETY AND NATURE

During its 10 years of existence ECOPACK Bulgaria established itself as the undisputed market leader in recovery and recycling of packaging waste, following its own core values:

- Care to nature, society, stakeholders;
- Respect the highest ethical and professional standards;
- Transparency in running the business and in communication with public authorities, customers, consumers.

Only in 2014 ECOPACK received numerous prestigious awards in the field of environmental protection:

- **The Green Academy Award** in the “Recycling Industry and Waste Management” category, part of the “Greenest Companies in Bulgaria” contest organized by b2b Magazine;
- **The Investor in the Environment Award** in a contest organized by the Bulgarian Business Leaders’ Forum;
- **The Corporate Social Responsibility Award** in a contest, organized by “Economy” magazine;
- **Runner-up in the international competition organized by ISWA** (The International Solid Waste Association). Category – Best Awareness-Raising and Educational Campaign (47 participants from 27 countries);
Eco-Rom (Romania) - New services provided for Romanian obliged industry

Eco-Rom Ambalaje organized the 8th edition of the annual workshop dedicated to obliged industry to launch new services and discuss the current situation of EPR and packaging waste in Romania.

More than 240 representatives of producer and importers attended the event.

The new services announced were: the catalogue of best practices of prevention, the CO2 emission reduction equivalent calculated for the quantities of packaging waste recycled and a consultancy service regarding the legislation and the waste management.

The discussions were focused on the current challenges and solution for increasing the performance of the house-holds collection, including a pilot project of bag collection in 2015, working more closer with local authorities and enforcement of current legislation as well as changes forseen for packaging and packaging waste legal framework. The strategic directions of new Circular Economy legislation were also presented to Romanian industry.
GreenPak (Malta) The 4th edition of GreenPak’s Irriċikla għall-Istrina ma’ GreenPak’ campaign was officially launched at the Birkirkara Primary School.

The initiative, energetically driven by GreenPak Coop Society, aims at collecting funds for the upcoming I-Istrina 2014 through gathering and recycling of plastic bottle caps.

Primary school students are being encouraged to help Maltese charities by collecting and depositing plastic bottle caps in recycling bags at their respective schools. Primary schools in Malta and Gozo have been supplied with GreenPak’s recycling bags.

GreenPak’s Waste Education Officer, Ms Charlene Mercieca Magro, along with GreenPak’s mascot, Green Gary, encouraged students to appreciate the importance of recycling, while at the same time help raise more funds for I-Istrina.

Ms Denise Brincat, GreenPak Senior Manager said: “This is the fourth year that GreenPak is organising what is fast becoming a popular charitable activity which students eagerly look forward to before they break for the festive holidays.

“The combined effort from the participating schools during last year’s I-Istrina 2013 event culminated with the presentation of €12,000 by student representatives. In other words, a staggering 4.5 million plastic caps were recycled by GreenPak,” she added.

As one of Malta’s major charity events, I-Istrina is organised by the Malta Community Chest Fund and involves the airing of a 12-hour TV marathon on 26 December 2014.