Inspiring
Packaging
Recycling

EXPRA P4R - A project of the EXPRA Sustainability and Packaging Working group



Extended Producer Responsibility Alliance

About EXPRA

Alliance of EPR recovery and recycling systems (compliance schemes) for packaging waste, owned by obliged industry and working on non for profit basis;

Strong focus on collection of packaging waste arising at municipal / household level and communication campaigns for separate collection;

Currently, 26 members in 22 European countries (17 EU Member States) and in Israel and Quebec, Canada.

Providing over 240 million people with infrastructure for collection & recycling of used packaging; recovering over 16 million tons of packaging per year.

Working in close partnership with obliged companies and local authorities.

Our Members – 26 non-profit PROs





Alliance

Our EXPRA mission

To enable members to continuously improve their services by ensuring low costs to their client companies and convenient infrastructure for inhabitants

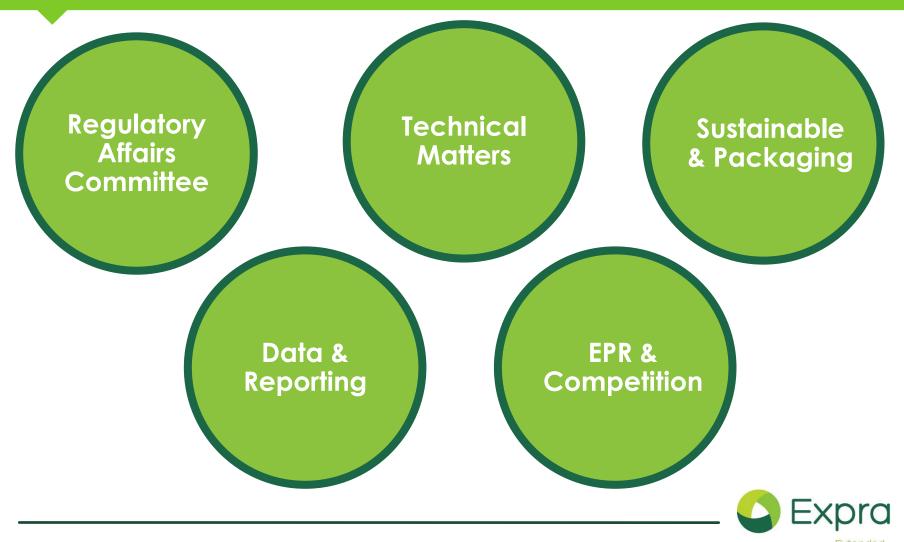
To promote a sustainable and efficient, not-for-profit/profit-not-for-distribution EPR scheme, driven by the obliged industry and offering a service of public or collective interest.

To provide a

platform for
exchange of
experience and
know how for our
members but also
for other
stakeholders



EXPRA Working Groups



Plus EXPRA's Communication Directors Network

Producer
Responsibility
Alliance

EXPRA Sustainability and Packaging Working group

- Stimulates the activities of producers and importers of packed products towards the eco-design/design for recycling of their packaging;
- Gathers, pools and exchanges information on the activities regarding packaging prevention;
- Communicates information to stakeholders on ecodesign innovations and examples of packaging prevention best practices

http://www.expra.eu/en/Sustainability



S&P WG projects

- Drops on S&P http://www.expra.eu/en/Sustainability/sustainability-drops-news-from-expra-members
- ➤ Multinationals Network http://www.expra.eu/en/Sustainability/ecodesign-activities#530
- Website Packaging 4 Recycling



THE MULTINATIONALS NETWORK

EXPRA Strategic Committee:

DANONE, UNILEVER, NESTLE, PROCTER&GAMBLE, CC HELLENIC, COKE CCE, ARDAGH GROUP, TETRAPAK

&

S&P WG Workshop:

IKEA, ECOVER, AMCOR, KELLOGG, HENKEL, SPA WATER, AIM, DOW, FRIESLAND CAMPINA, DELHAIZE GROUP, BALL, FERRERO, ILLY, NATUREWORKS



P4R: Packaging for recycling - Objectives

- Raising awareness of recyclability and relevant guidelines,
- Providing information of cutting-edge and innovative packaging trends;
- > Strengthening the links between packaging producers and recyclers.



P4R: Packaging for recycling

The website provides a dynamic online information tool aimed at allowing users to self-assess the recyclability of packaging, according to a roadmap based on the following recyclability critical control points:

- Design;
- Labelling;
- > Collection;
- Sorting;



P4R: Packaging for recycling

The tool also allows users:

- to find out how recyclable their packaging is;
- facilitates access to best practices and guidelines, across Europe, on packaging design, labelling, collection systems and sorting;
- Includes an overview of Research and Development (R&D) initiatives currently under development.



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PARTNERSHIP IS A KEY TO SUCCESS



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