

## PRESS RELEASE

### **The Extended Producer Responsibility Alliance (EXPRA) is expanding its network to Latin America**

#### **The Responsible Chilean Industry supports EXPRA model**

The obliged industry in Chile under the leadership of the Food and beverage association “ABChile” is in the final stages of setting the first Packaging Recovery Organization in the country - **The Sistema de Gestión Envases y Embalajes, (SIG)**). This move is in compliance with the adopted EPR legislation in Chile and the process of becoming a partner of EXPRA has already been initiated. Thus, EXPRA will extend its reach to 27 PROs from 25 countries in Europe, Canada, Middle East and now to Latin America.

Extended Producer Responsibility has been increasingly recognized as one of the most effective and efficient waste management tools. While being implemented in Europe for over 25 years, EPR principles are being actively introduced in the legislation of numerous countries worldwide. The obliged industry in Chile under the leadership of “AB Chile” share the EXPRA model for the establishment of SIG, namely an EPR Organization owned by obliged industry and working on a not-for-profit basis. It is important to note that this is the first fully obliged industry driven mandatory EPR approach for packaging following Exptra beliefs outside Europe and Canada which can serve as a model for other countries especially in South America. The success of this model has been already proven by the front runners in recovery and recycling of packaging waste in EU: Belgium, The Netherlands, Spain, The Czech Republic and others.

“We are extremely happy and honored to support the “AB Chile” and Chilean Industry in their efforts to build the best PRO and system for Chile” said Joachim Quoden, Managing Director of EXPRA. “Starting with a partnership agreement is the first step in our, I hope, long term cooperation. We are very much looking forward to sharing our know-how and best practices with the Industry but also with the Authorities in Chile, thus supporting this great country on its way to sustainable waste management” he added.

“We look forward to working with EXPRA and its members, especially in the final stage of setting up of our organization”, said Isidro Pereda, Project Manager of SIG. “The great mission we have is to improve significantly the waste management system in the country and for this we need to make the users/consumers experience with recycling change radically. For this, the cooperation with colleagues from Europe but also all over the world will enhance the promote the EPR exchange of best practice and strengthen our ability to support the development of an industry contributing to a sound economy and sustainable growth.”

**ENDS**

## **About EXPRA**

*EXPRA is the alliance for packaging and packaging waste recovery and recycling systems which are owned by obliged industry and work on a not-for-profit basis. EXPRA acts as the authoritative voice and common policy platform representing the interests of all its member packaging recovery and recycling organisations founded and run by or on behalf of obliged industry. EXPRA members provide over 200 million inhabitants with packaging collection, sorting and recycling infrastructure and ensure recycling and recovery of over 18 million tons of packaging per year. For additional information, please visit [www.exptra.eu](http://www.exptra.eu)*

## **About Chilean PRO**

*The Packaging Management system, conformed to the eaves of the Food and Beverage Companies Association "AB Chile", is part of the compliance with the Extended Product Responsibility Law "REP Law", promulgated in June 2016. Today it has a total of 25 companies from various sectors of the economy, in addition to food and beverages. The organization is in the formation phase, in which it must request the approval of the Free Competition Tribunal and the National Economic Prosecutor's Office, in order to receive authorization to operate.*

## **About AB Chile's SIG**

*The first Collective Waste Management System was promoted by AB Chile and is made up of companies from different productive sectors:*

*AB Chile companies: Agrosuper, Arcor, CCU, Coca Cola Andina, Coca Cola Embonor, Carozzi, Watts, Nestlé, Unilever, Cambiaso, PF Alimentos, Pepsico and Bimbo.*

*From other industries: Natura, Ecusa, Viña San Pedro, Ballerina, L'Oreal, Empresas Demaría, Falabella, Softys, AB InBev, Cencosud, Procter & Gamble and Tresmontes Lucchetti.*