



SUSTAINABILITY DROPS: News from EXPRA members Spring 2017

To develop more sustainable packaging is a challenge and an opportunity for all stakeholders along the value chain, as the overall objective is to do so by optimising the use of materials, water and energy, minimising waste (of product and used packaging) and maximising the recycling and recovery of used packaging. This is of course part of the Circular Economy concept and the respective measures and initiatives of the EU, aiming to modernise and transform the European economy, shifting it towards a more sustainable direction.

In line with these efforts, EXPRA is starting a new initiative – publication of news and best practices from EXPRA members, aiming to inform and support all stakeholders in the packaging value chain in the process of developing more sustainable packaging, incorporating design for recycling/eco-design. The publication will be issued on quarterly basis, providing summarized information with respective links to detailed documents and or sources, implemented with the support of the EXPRA Sustainability and Packaging Working Group.

	<h3>CONAI, ITALY: PROJECT ON MODULATED PLASTIC FEES</h3> <p>Plastic modulated fee CONAI project, to incentive the use of more recyclable packaging.</p> <p>Within the prevention measures of CONAI to reduce the environmental impact of packaging, CONAI has evaluated the methodology to define the plastic packaging contribution levels on the basis of three base criteria:</p> <ul style="list-style-type: none">• sortability,• recyclability• destination circuit of packaging waste fulfilling the aforementioned criteria in a LCA approach . <p>A route already taken with modulate fees for reusable packaging in a given systems.</p> <p>More information available at: http://www.conai.org/imprese/contributo-ambientale/contributo-diversificato/</p>	
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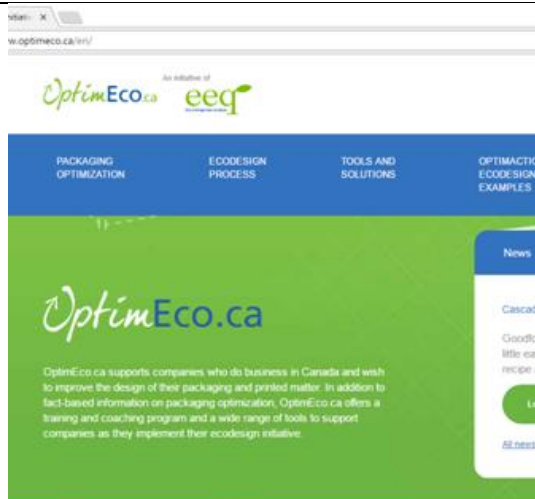


ECOEMBES, SPAIN: PACKAGING AND WASTE PREVENTION TRAINING CONFERENCES.

The initiative aims to explain to the obliged industry how to comply with the legal requirements in Spain and the available tools and services that Ecoembes offers.

These services are offered to Ecoembes members at no cost. Ecoembes organised conferences in 10 Spanish cities, six on-line sessions and with the collaboration of sectorial associations (ANEABE, ADELMA and STANPA) will organize three more conferences for their members.

In the initiative took part 593 companies, increasing the attendance by an 18% compared to the previous year. The participating companies rated Ecoembes activity with an average of 8.88 points (from 10 possible), improving their evaluation by 2.5% compared to 2015. Especially successful were the on-line sessions, tripling the 2015 attendance of companies. Respectively on line trainings will be further increase and will play a greater role in coming editions.



ÉCO ENTREPRISES QUÉBEC (ÉEQ): OPTIMECO.CA'S PORTAL

OptimEco.ca's portal offers businesses a range of fact-based information, documentation on packaging optimization and practical tools to help them implement their ecodesign initiatives:

- Ecodesign strategies
- Self-diagnosis quiz
- Tools and solutions

The optimization team also **offers a personalized training and coaching program** to support businesses in their efforts to implement an ecodesign approach.

More information available at: <http://www.optimeco.ca/en/>



Green Dot Norway

Basic Facts Report on Design for Plastic Packaging Recyclability

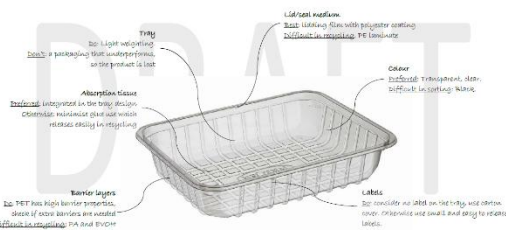
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GREN DOT NORWAY: BASIC FACTS REPORT ON DESIGN FOR PLASTIC PACKAGING RECYCLABILITY

Green Dot Norway and Förpacknings- och Tidningsinnsamlingen (FTI) in Sweden have in cooperation carried out a **study to better understand what actually happens to plastic packaging after collection when it is sorted and recycled.** Through analysis of each step in the value chain **recommendations regarding design for recycling are given.** Clear recommendations are given where it has been possible, and in areas where there is more than one correct solution, options have been given.

The recommendations are based on existing sorting and recycling technologies for Norwegian and Swedish plastic packaging products, and is meant to assist Norwegian and Swedish producers when designing their packaging for recycling. In addition to the report there **will be developed a set of guidelines that can be easily communicated.**

How to improve the recyclability of thermoform PET trays



Want to share your input?
Click [here](#) to join the consultation.

Secondary package
Do: PET for purpose of the tray is re-usable, check if the box itself is suitable too.

More information?
www.plasticmagazine.eu

KIDV, THE NETHERLANDS PROVIDES SUPPORT TO DESIGNERS, DEVELOPERS AND BUYERS OF PACKAGING

The Netherlands Institute for Sustainable packaging (KIDV) wants to help designers, developers and buyers of packaging as well as marketers to make choices that make their packaging more recyclable. As a start, the KIDV drafted a document for consultation, concerning tips and tricks to improve the recyclability of 5 types of plastic packaging. It is a living document: in 2017 the KIDV will extend the content of this document with other types of packaging.

More information available at:

<https://www.kidv.nl/6725/improve-the-recyclability-of-types-of-plastic-packaging.pdf>

 Netherlands Institute for Sustainable Packaging



FOST PLUS, BELGIUM: GREENER PACKAGING AWARDS 2017

The competition recognizes Belgian companies for their efforts to reduce the environmental impact of their packaging. Since 2012 the bi-annual competition recognizes Belgian companies for their efforts to reduce the environmental impact of their packaging. The numerous applications submitted for these Awards illustrate how strong companies are interested in the environment. Indeed, innovative designs that also focus on the packaging life cycle are interesting from an ecological as well as an economic point of view. As in previous years, the bi-annual competition recognizes Belgian companies for their efforts to reduce the environmental impact of their packaging. Interested companies could apply until **30 June 2017** via the website www.greenerpackaging.be.