

SUSTAINABILITY DROPS: News from EXPRA members 2021



Contribution diversification for paper packaging and cardboard

Starting from the 1st of January 2022, the CONAI BOD has established the official introduction of the fee modulation also to other paper-based composite packaging different from beverage cartons (fee 2021: 45€ /ton) on the basis of the paper rate, given the fact that the recycling operations of these packaging are more complex and costly:

- **Type A** poly laminates (Paper component > = 90% and <95%), other than beverage cartons: 25 €/ton
- **Type B** poly laminates (Paper component > = 80% and <90%), other than beverage cartons : 25 €/ton
- **Type C** poly laminates (paper component > = 60% and <80%), other than beverage cartons: 135 €/ton
- **Type D** Poly laminate (paper component <60%), other than beverage cartons: 265 €/ton

www.conai.org/impresse/contributo-ambientale/contributo-diversificato-carta/



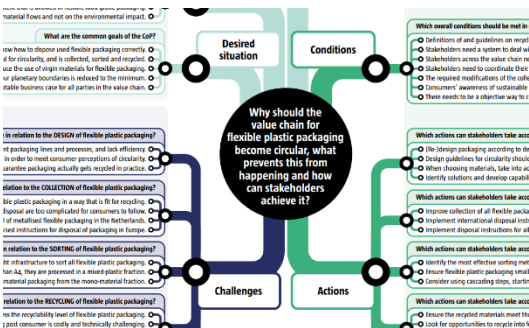
Guidelines on mandatory environmental labelling

With the legislative decree n. 116 of 2020, the mandatory environmental labelling of packaging was introduced; in this sense, CONAI immediately moved to give clear and rapid answers, creating an interactive informative platform with useful tools in order to help consortium members.

The “**Guidelines on mandatory environmental labeling**” is the first fundamental tool which was constituted in collaboration with the Italian Packaging Institute and associative and industrial players; available in both Italian and English languages, it offers a useful technical and regulatory tool. <https://www.etchetta-conai.com/en/>

There are also the “**guidelines for voluntary environmental labeling**” at the website www.progettarericiclo.com/docs/etchettura-ambientale-degli-imbballaggi.

In addition to the documentation’s section just mentioned, it’s present a section for FAQs with questions and answers on the most important issues, and also another dedicated to the collection of best practices in order to inspire new types of virtuous labels of packaging. <https://www.etchetta-conai.com/>






Information Map - Towards Circularity of Flexible Plastic Packaging in 2025

What is the best route towards a circular chain for multilayer flexible plastic packaging? How can stakeholders achieve this and what are the current barriers? These questions cannot be answered unambiguously. To give the various (chain) parties insight into this complex matter and to improve the dialogue between stakeholders, the Netherlands Institute for Sustainable Packaging (KIDV) published a so-called Information Map - Towards Circularity of Flexible Plastic Packaging in 2025.

The drawing up of this card was an initiative of the companies in the KIDV's Community of Practice Laminate Packaging. Participants in this CoP are FrieslandCampina, Intersnack, Jacobs Douwe Egberts, Mars Wrigley, PepsiCo and Unilever. According to the KIDV, all parties in the packaging chain need guidance in order to achieve circular flexible packaging in the short term. The Information Map



	<p>provides clear and concrete information, as a basis for the dialogue between the chain partners, in order to actually set the chain movement in motion.</p> <p>The Information Map was launched on 11 February during the KIDV webinar 'Unlocking the flexible packaging dilemma'. Here, various experts and participants in the CoP Laminate Packaging gave their views on the recycling issue. You can listen to the webinar here. Download the Information Map here.</p>	
	<p>Does my packaging fall under the scope of the SUP directive?</p> <p>On the 3 of July 2021 the first measures from the European Single Use Plastics (SUP) Directive will come into force. The new legislation also affects a number of packaging types, such as drinking cups, bags or wrappers and food containers. The Netherlands Institute for Sustainable Packaging (KIDV) has drawn up six decision trees, with which companies can assess whether their packaging is subject to the SUP legislation and whether the packaging complies with the requirements of the directive.</p> <p>The decision trees only list measures that apply to packaging, including components that are provided together with the packaging for consumption (e.g. straws and cutlery). The decision trees have been drawn up based on current available information. Additional definitions and guidelines from the European Commission will follow in the coming period. The KIDV will then incorporate this additional information into the current decision trees.</p> <p>https://kidv.nl/beslisboom-single-use-plastics,</p>	 <p>Netherlands Institute for Sustainable Packaging</p> <p>Afvalfonds Verpakkingen</p>
	<p>Business Challenge Innovative Packaging</p> <p>The Netherlands Institute for Sustainable Packaging (KIDV) and the Chamber of Commerce (KVK) are currently holding the Business Challenge Innovative Packaging. Companies can submit a packaging and recycling issue and find a solution to their challenge via the open innovation platform. In this way, they can come into contact with innovative packaging companies, start-ups, scale-ups,</p>	 <p>Netherlands Institute for Sustainable Packaging</p> <p>Afvalfonds Verpakkingen</p>



independent entrepreneurs and SMEs from the Netherlands, Europe and the rest of the world.

The cooperation between KIDV and KVK aims to accelerate innovations. "Every organisation has innovation challenges, for which you can make good use of the brainpower of other smart entrepreneurs," says KIDV director Chris Bruijnes. As examples he mentions challenges related to sustainability and the design of packaging, the development of new packaging materials or the processing and recycling of packaging waste.

Companies can submit their challenges until the first of May. On the 12th of July the best solutions will be selected, after which KVK and KIDV will organise a meeting between the challenge owners and the selected parties with good solutions. This will take place on the 23rd of July. Do you have any questions or would you like to register? Please contact Charissa Koolen, project manager KIDV (c.koolen@kidv.nl).



www.kidv.nl/media/flyer_kv-kidv_business_challenge_def.pdf











Better collection and recycling of coffee cups

The Netherlands Institute for Sustainable Packaging (KIDV) is working with brand owners Selecta, McDonald's and NS Stations to improve the collection and recycling of coffee cups. To this end they have set up the CIRCUP platform. The establishment of CIRCUP is the result of a study by the KIDV, in which the possible recycling routes and application possibilities for paper drinking cups were mapped out.

The main conclusion of the investigation was that the fibres of used paper drinking cups can be used as raw material to make new products, such as hygienic paper and cardboard. An important condition for this is homogeneous and clean streams, as well as volume and continuity. The parties in CIRCUP want to secure the results and impact of the research and take follow-up actions collectively, such as further research in the chain.

	<p>Paper disposable drinking cups are part of the paper laminate packaging for drinks and food. This packaging is based on paper fibres with a functional coating, often of plastic. Every year, around 20,000 tonnes of these types of cups come onto the Dutch market. It is estimated that over 90 per cent of the cups are incinerated once they reach the waste stage. CIRCUP wants to change this. Would you like to know more and participate in this initiative? If so, please visit www.circup.nl or contact project leader Marc Reijnders of the KIDV (m.reijnders@kidv.nl).</p>	
	<p>KIDV publishes factsheet on environmental claims</p> <p>Environmental claims are advertising statements, often also found on packaging, that implicitly or explicitly refer to environmental aspects related to the production, distribution, consumption or waste processing of goods or services. Examples are 'One hundred percent recyclable' or 'Biodegradable'. But are such claims really true? The Netherlands Institute for Sustainable Packaging (KIDV) has published a factsheet to clarify which claims are allowed and which are not, for instance because they are misleading.</p> <p>The prohibition of misleading and other unauthorised claims is laid down in various (legal) sources. These include not only European and national legislation, but also self-regulatory agreements (e.g. advertising codes and standards). The fact sheet describes the most important sources from the legal framework. In the second part, nine examples of common claims are given, among others about recyclability, circularity, compostability and the use of sustainable materials. Where possible, reference is made to the applicable legislation and regulations.</p> <p>You can download the fact sheet Environmental Claims here. The fact sheet was produced in cooperation with Axon Advocaten.</p>	
	<p>Trends and opportunities for reusable B2B packaging</p> <p>Reuse systems are popular to reduce the environmental impact of packaging. In the business-to-business (B2B) market, reusable packaging systems have been widely</p>	

	<p>used for some time. Mainly for financial reasons, but more and more parties also see and appreciate the environmental benefits.</p> <p>The KIDV Community of Practice on Reusable Packaging held a webinar this spring on 'Trends and opportunities for reusable B2B packaging'. Several examples to expand, innovate and validate reusable packaging systems were discussed. Patricia Megale Coelho (Copernicus Institute of Sustainable Development, Utrecht University) talked about her research into the classification of reusable packaging and into the environmental impact when comparing reuse with disposable.</p> <p>This research shows that a number of important parameters influence the success of reusable packaging: choice of material and the percentage of recycled material in the production phase; the number of cycles to break even with single-use packaging, the return rate and the transport mode and distance in the service phase, and finally the chosen approach (recycling, incineration, landfill) in the end-of-life phase.</p> <p>Watch the English version of the webinar here.</p>	 <p>Afvalfonds Verpakkingen</p>
	<p>Sustainable Packaging Compass measures the recyclability circularity and environmental impact of packaging</p> <p>The Netherlands Institute for Sustainable Packaging (KIDV) has developed a new tool: the Sustainable Packaging Compass. With this Compass, companies can determine the sustainability of packaging based on three pillars: recyclability, circularity and environmental impact. Furthermore, it is possible to compare existing product-packaging combinations with alternatives. At present, the tool can be used for flexible and rigid plastic packaging. The calculations are based on the current situation of sorting and recycling facilities in the Netherlands. The KIDV aims to expand the tool this year to include glass, paper and cardboard packaging materials.</p> <p>Especially at the beginning of the development of a product-packaging combination, the Compass is a good starting point for investigating whether packaging can be made more sustainable. The Compass is relatively easy to use. It takes only twenty minutes to run through an entire scenario and get the results. "A user only needs the technical</p>	 <p>Afvalfonds Verpakkingen</p>

	<p>data and information about the end-of-life scenarios of the packaging," says Niels van Marle of the KIDV. "But it is a quick scan. Later in the process, or for specific data, a more comprehensive LCA is needed."</p> <p>Click here to go to the tool.</p>	
	<p>KIDV test protocol for labels and adhesives on PP and PE packaging</p> <p>Labels and glues are often a disruptive factor in the recycling process of plastic packaging (PE and PP). They do not release properly during the washing process and therefore pollute the material flow. For good packaging recycling, it is important that the material flow is as homogeneous as possible.</p> <p>PP and PE packaging are usually washed in cold water. In practice, however, companies do not know what requirements adhesives and labels must meet for these packaging materials, in order to be washable. To improve this, the Netherlands Institute for Sustainable Packaging (KIDV) has developed a protocol. This allows companies to test whether the labels and adhesives they use on rigid PP and PE packaging will wash off well.</p> <p>Click here for more information.</p>	 <p>Afvalfonds Verpakkingen</p>
	<p>KIDV Recycle Check for glass packaging</p> <p>The Netherlands Institute for Sustainable Packaging (KIDV) has published a Recycle-check for glass packaging. With this tool companies can assess for themselves whether the bottles and jars they use for packaging are good recyclable materials.</p> <p>The Recycle-check Glass Packaging was drawn up in co-operation with sector organizations, producers and importers of packaged products and with sorters and recyclers of glass packaging. The tool contains a decision tree with questions and information about many aspects of glass packaging, such as the color and light transmission of glass, the presence of sleeves and coatings and the impact of chemicals and heavy metals used in glass packaging to enhance certain properties or characteristics of glass.</p> <p>An explanation of the questions includes a description of the current situation in recycling, background information and possible future perspectives. In drawing up</p>	 <p>Afvalfonds Verpakkingen</p>

	<p>this Recycle-check, alignment with recycling checks and guidelines from other countries and international organizations, such as The European Container Glass Federation was sought. At present, the Recycle-check is only available in Dutch. The English version will be published shortly. The KIDV has already issued recycling checks for flexible and rigid plastic packaging and for packaging made of paper and card.</p> <p>Download here the Recycle Check Glass Packaging.</p>	