
Extended Producer Responsibility

Best practices on the way to a circular economy for packaging

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Managing Director of EXPRA

Webinar: EPR for Poland
10 November 2020| Online

7 years existence

27

MEMBERS & Partners

all industry-owned, non-profit

over **HAVE
25
YEARS** of experience and
expertise in the
waste management
field

PROVIDE
over **200**
MILLION
PEOPLE with packaging
collection, sorting
and recycling
infrastructure

ENSURE RECYCLING AND RECOVERY
of over **20** of packaging every year
MILLION TONNES

EXPRA
in a nutshell

Our Members & Partners

27 non-profit PROs owned by industry



EPR's role in a circular economy

Operational
AND financial
responsibility



Usual Tasks of a PRO

- Register all obliged companies that want to use the PRO to fulfil their obligations, establishing a data system to collect the reports from members to be able to send aggregated data to the authorities and to calculate the fee per member
- Develop in a transparent way a fee structure that reflects the costs of collection, sorting and recycling, communication and administration per (sub-) material in a fair and non-discriminatory way (eventually including eco modulation)
- Establishing and running a collection and treatment infrastructure to be minimum able to fulfil the targets set by government taking into account the existing infrastructure and the local situation
- Establishing a data and reporting system that pictures the flow of material and can prove towards government and membership the fulfilment of the targets

Usual Tasks of a PRO

- Developing tools and initiatives to support its members to improve the sustainability and the design of their packaging to ease collection, sorting and recycling (e.g. design for recycling guidelines)
- Running communication and awareness raising campaigns, often with local authorities to motivate inhabitants to sort their packaging waste in the right way
- Developing tools and initiatives to support companies and people that are active in the operations of the system to improve their performance
- Engaging with the whole value chain to create markets for secondary raw materials

Implementation of the EU Packaging Directive

3 countries without any compliance scheme => Taxes

Denmark, Hungary, Croatia

**36
European
Countries**

**Tax versus EPR
continuous discussion**
Ukraine, Russia ?

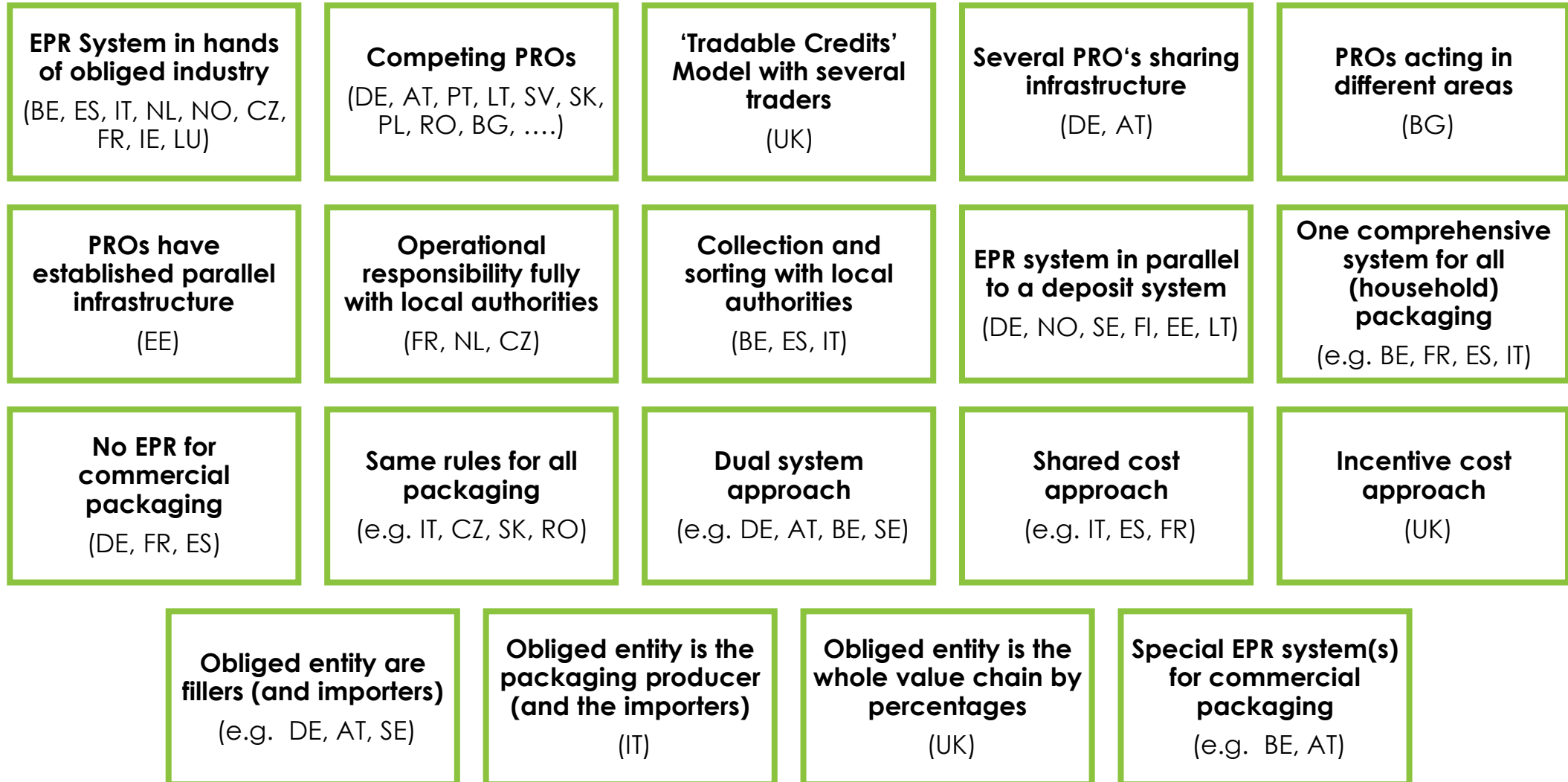
Trading of certificates
UK, (Poland)

**1 country with Fund
Scheme run by industry**
Iceland

30 with Producer Responsibility

Austria, Belgium, France, Spain, Germany, Ireland, Cyprus, Luxembourg, Portugal, Sweden, Greece, Latvia, Malta, Lithuania, Czech Republic, Slovak Republic, Italy, Slovenia, Estonia, Romania, Bulgaria, Turkey, Norway, Finland, Serbia, Israel, Netherlands, (Poland), Macedonia, Bosnia I Herzegovina

EPR - several ways of implementation



Waste Framework Directive (2018) – Learnings for EPR

Article 8a

Sets out general, minimum requirements for EPR with regards to:

- Roles and responsibilities
- Target compliance
- Reporting
- Equal treatment of producers
- Information to waste holders targeted by EPR schemes & Member States
- Transparency
- Cost coverage
- Eco-modulation
- Efficient & necessary costs
- Monitoring and enforcement
- **Independent Oversight in case of competition**
- EU & National Dialogue platforms

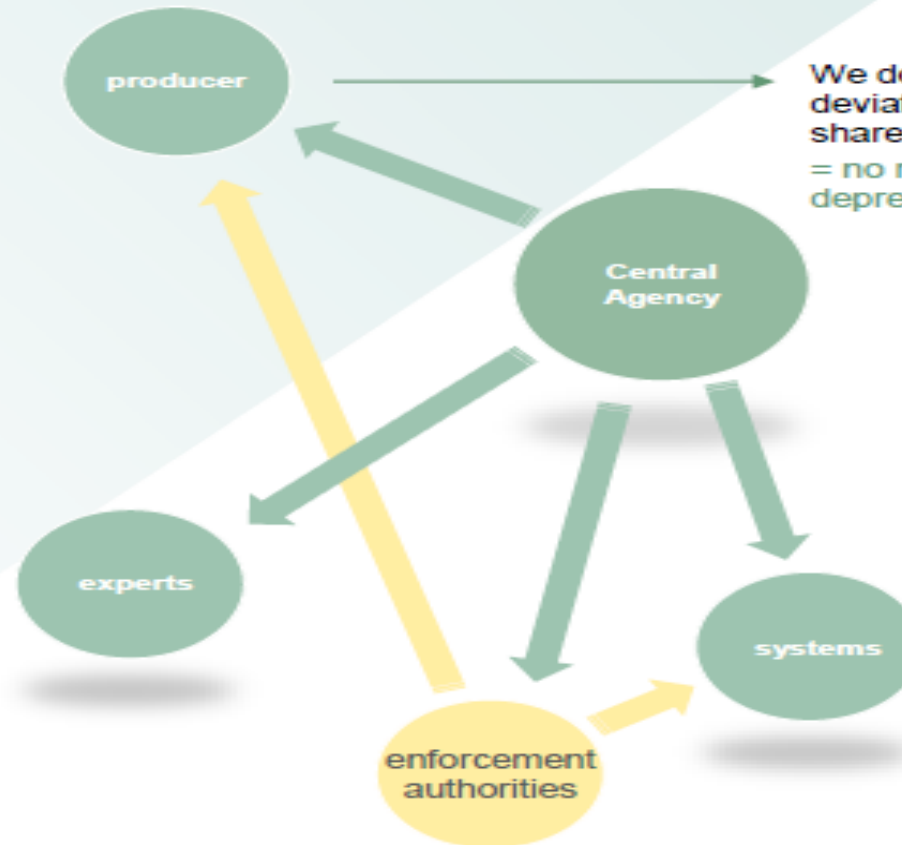
Independent Oversight in case of competition

3. Foundation Central Agency Packaging Register

How we control the market!



- We give clear guidance (catalogue) which packaging is subject to system participation = No more uncertainty / no more intentional misinterpretation
 - Producers must report data on their packaging
 - We can oblige producers to make a declaration of completeness
 - large producers and those obliged to make a declaration have to be audited = no more sub-participation
- ↑
- We release audit guidelines / we register auditors = no more auditing of incorrect data reports

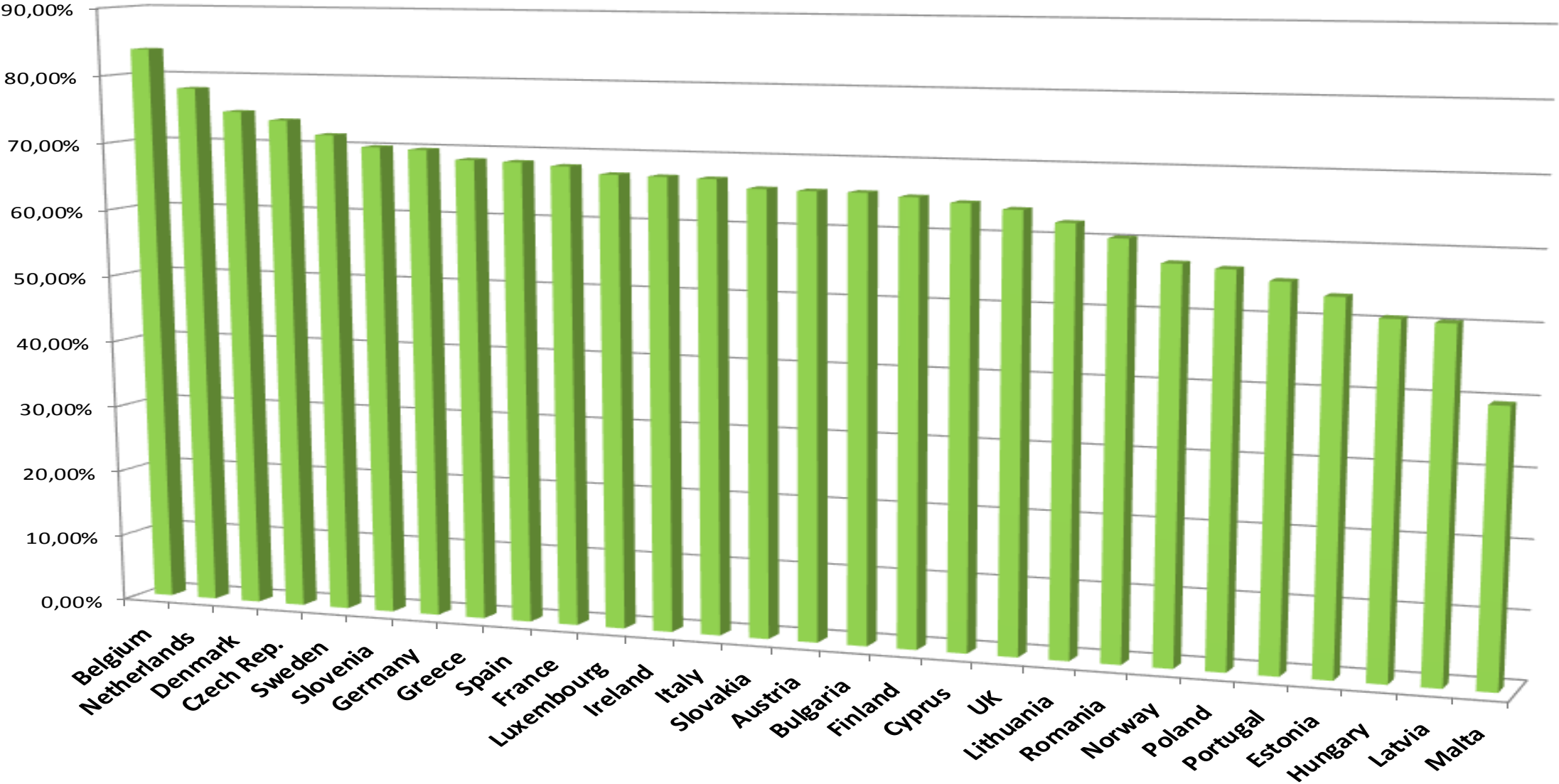


We doublecheck data and detect deviations / we calculate market shares
= no more miscalculation to depress market share

• Systems must report data on packaging for each producer under contract

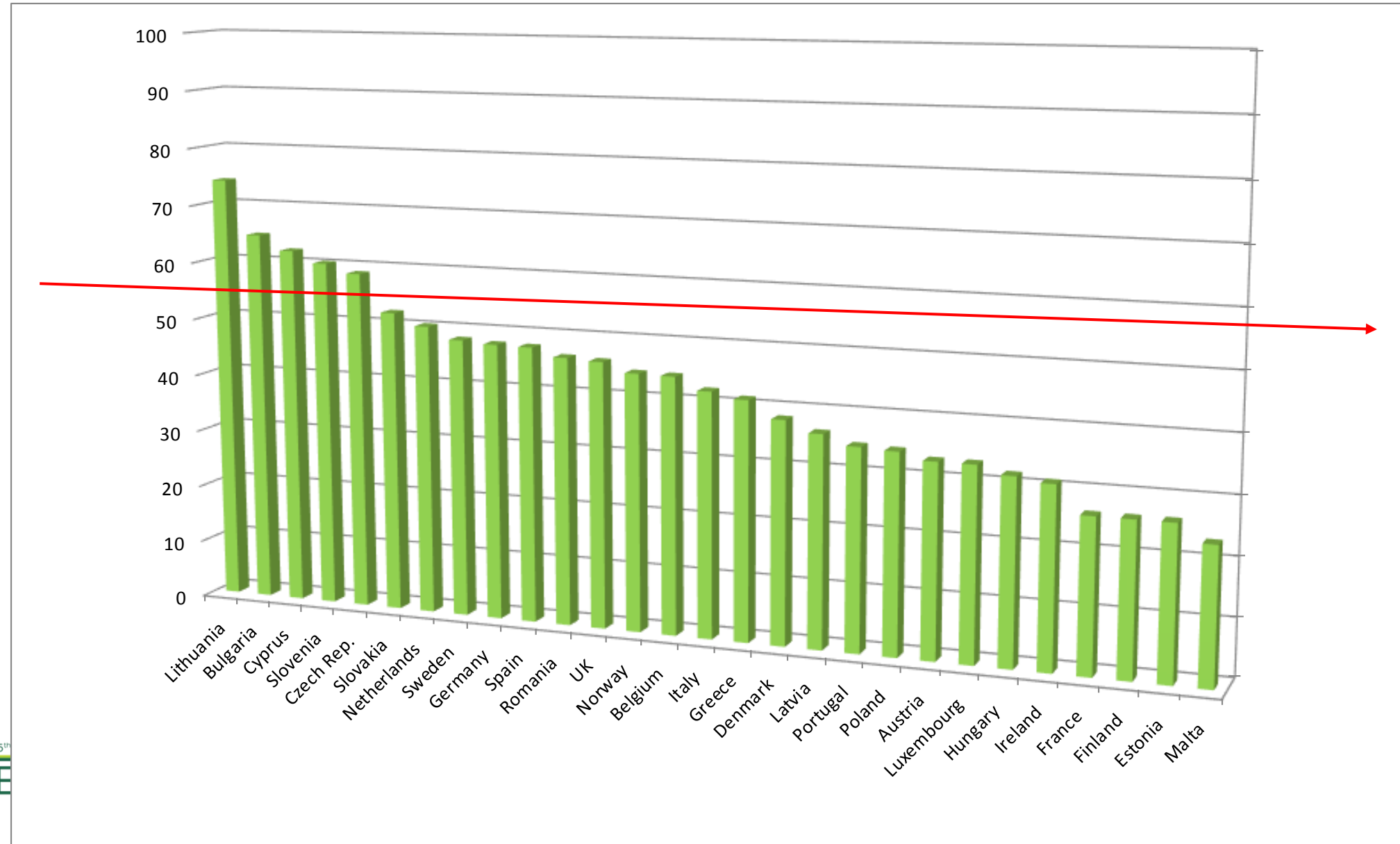
We provide information on legal violations to the enforcement authorities so they can impose fines and distribution bans

Overall Recycling Quotas in 2017



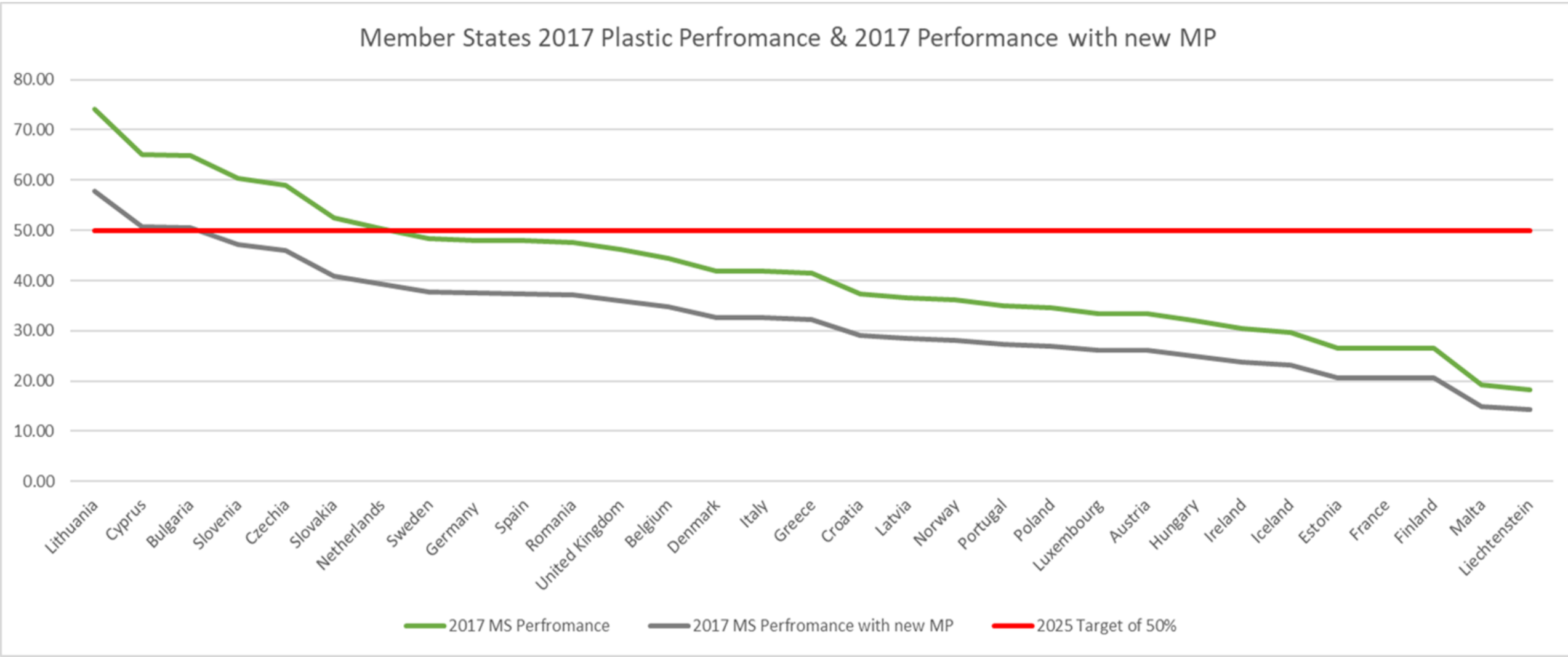
Plastic Recycling Quotas in 2017

old measurement point / no check of reporting



Applying an average additional loss rate to the current reported performance

But, corrections because of “not correct” reporting still have to be applied
(it seems that some MS have reported collected and not input to recycler)





Collection System in the Czech Republic
Working very closely with responsible local
authorities

Scheme of the system

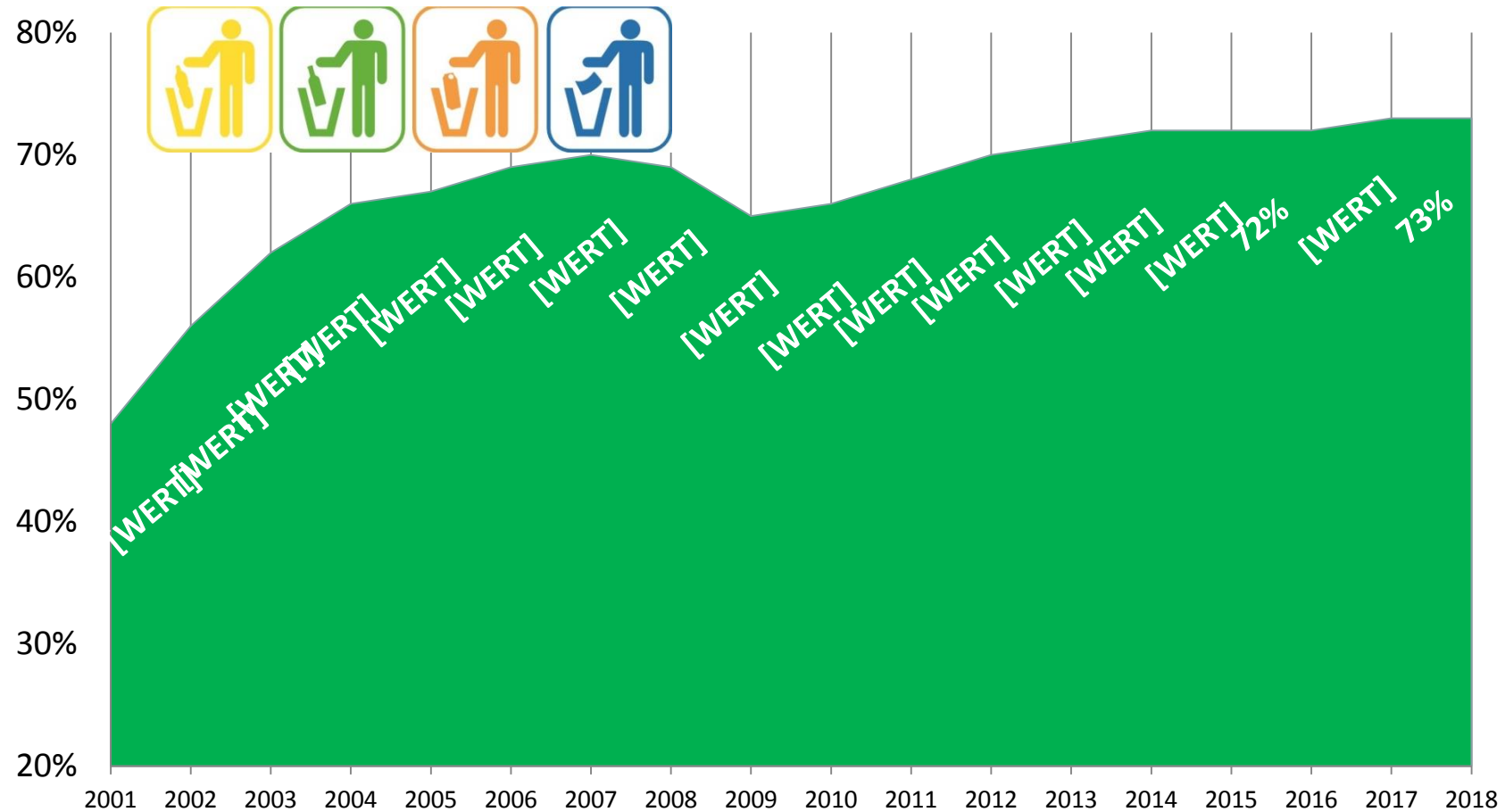


Waste Collection System

- bins:
 - Blue - Paper
 - Yellow - Plastics
 - Green - Colored glass
 - White - Transparent glass
 - Orange - Beverages cartons
- collection yards – all above + all metals
- in minority bags
- Incineration plants – FE metals



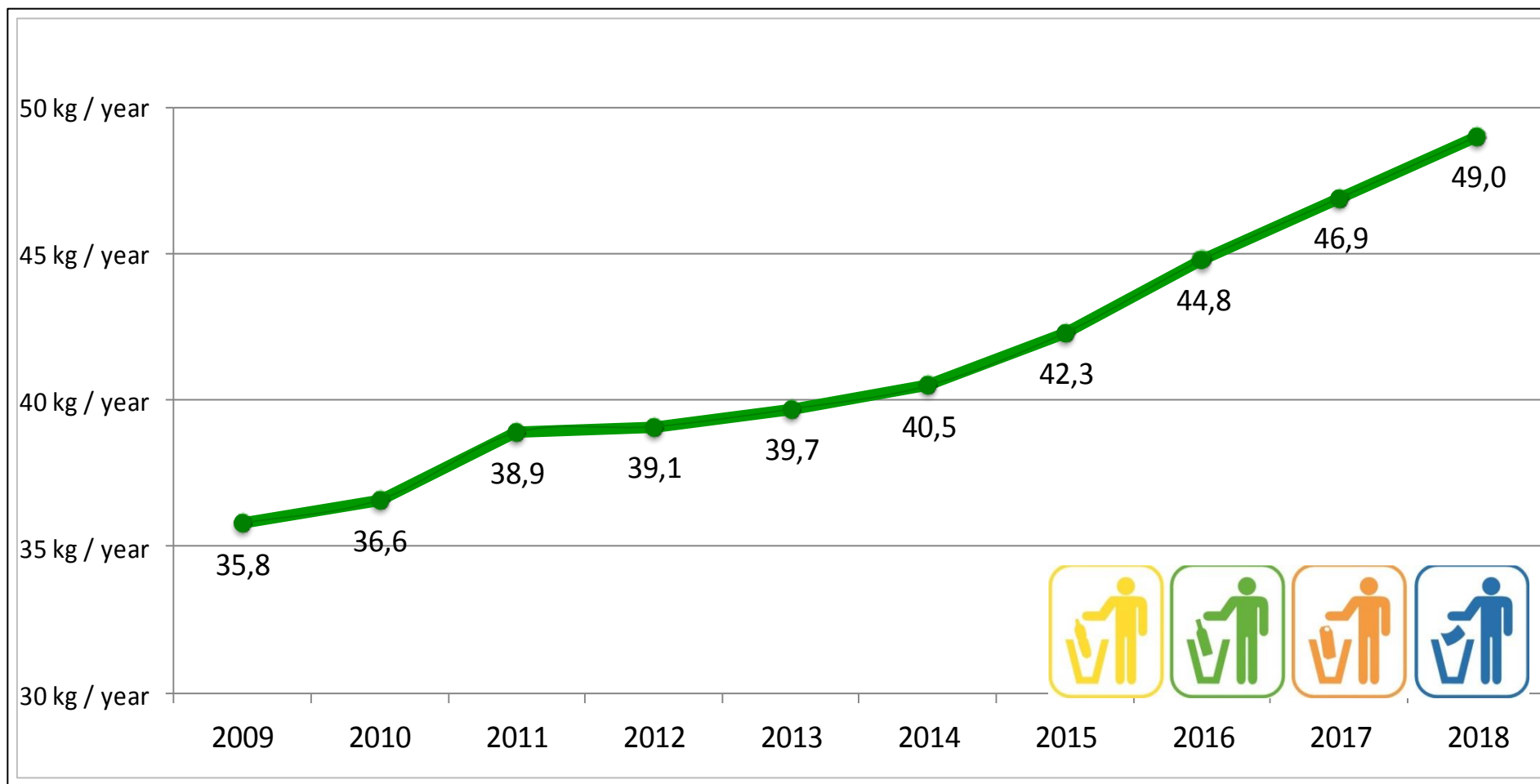
Consumer participation in waste sorting



Consumer participation in waste sorting

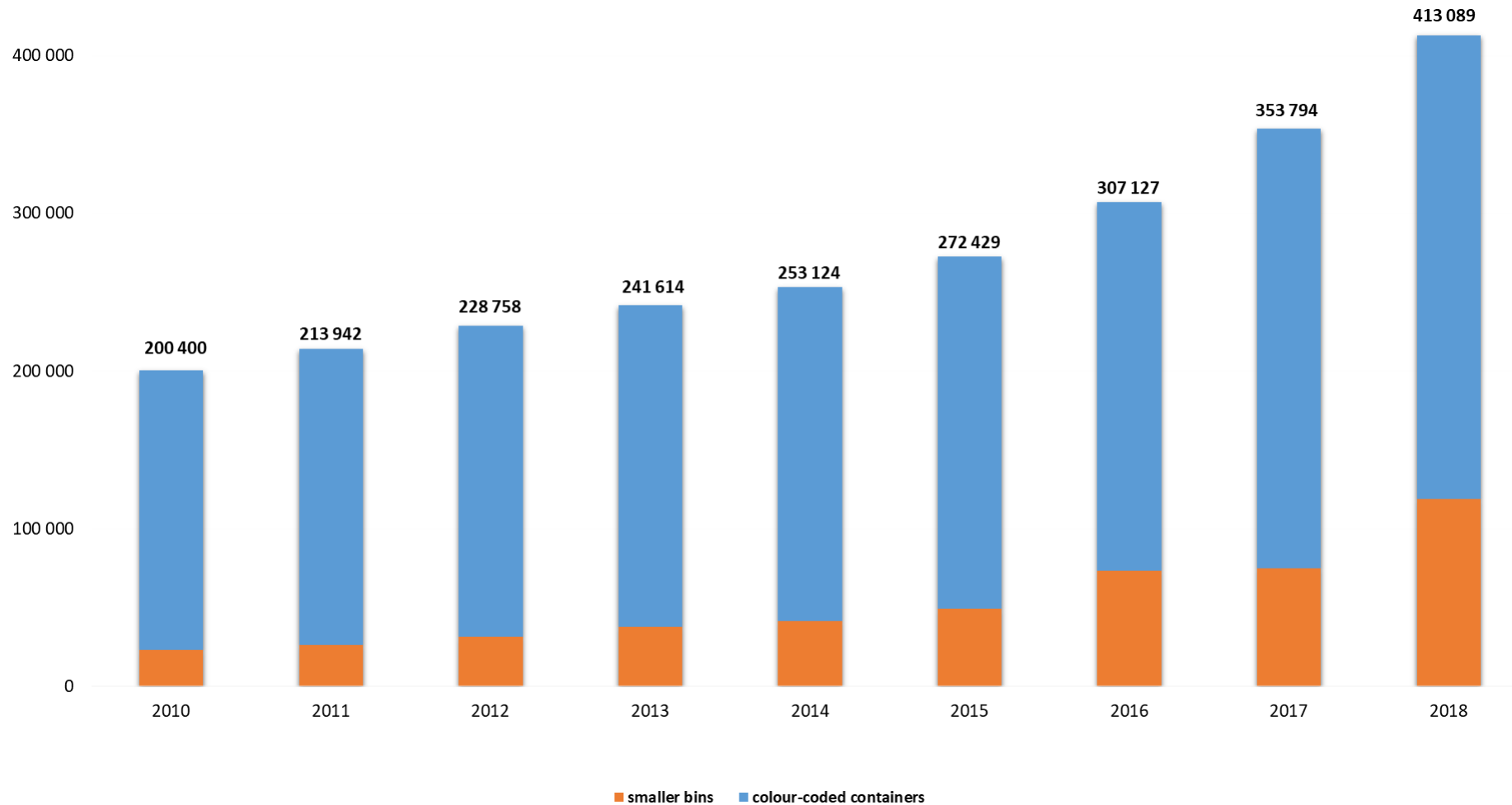
Amount of collected waste per capita and year

(paper, plastics, glass, beverage cartons)



Amount of sorted waste slightly grows every year.

Number of collection bins



**The number of collection bins
increases every year.**

Management of household packaging waste in Belgium

A shared responsibility approach – Fost Plus



Together > Good sorting > Better recycling

Fostplus 

How does the system work

Parties responsible for packaging (fillers)



Accreditation
Verification

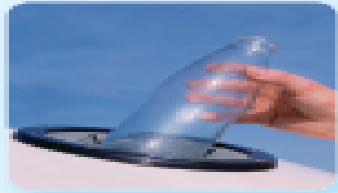
IPC
(Interregional
Packaging Commission)

Agreement
5 years

(Inter)municipalities

Waste management companies

Recyclers



GLASS

- Voluntary deposit
- Sorting by colour
- 1 site for around 1,000 inhab.



Recycler



Glassworks



PAPER-CARDBOARD

- Mixed paper and cardboard (packaging and waste paper)
- Door-to-door collection
 - Monthly collection, possibly at the same time as PMD in a dual-purpose lorry (twice a month)



Recycler



Paper mills
Cardboard
factories



PMD

- Plastic bottles and flasks, Metal packaging and Drinks cartons
- Door-to-door collection
 - Twice a month
 - Transparent plastic blue bag
 - Sorting into several waste segments



Sorting centre

- › PET bottles
- › HDPE bottles
- › Steel
- › Aluminium
- › Drinks cartons



Recyclers

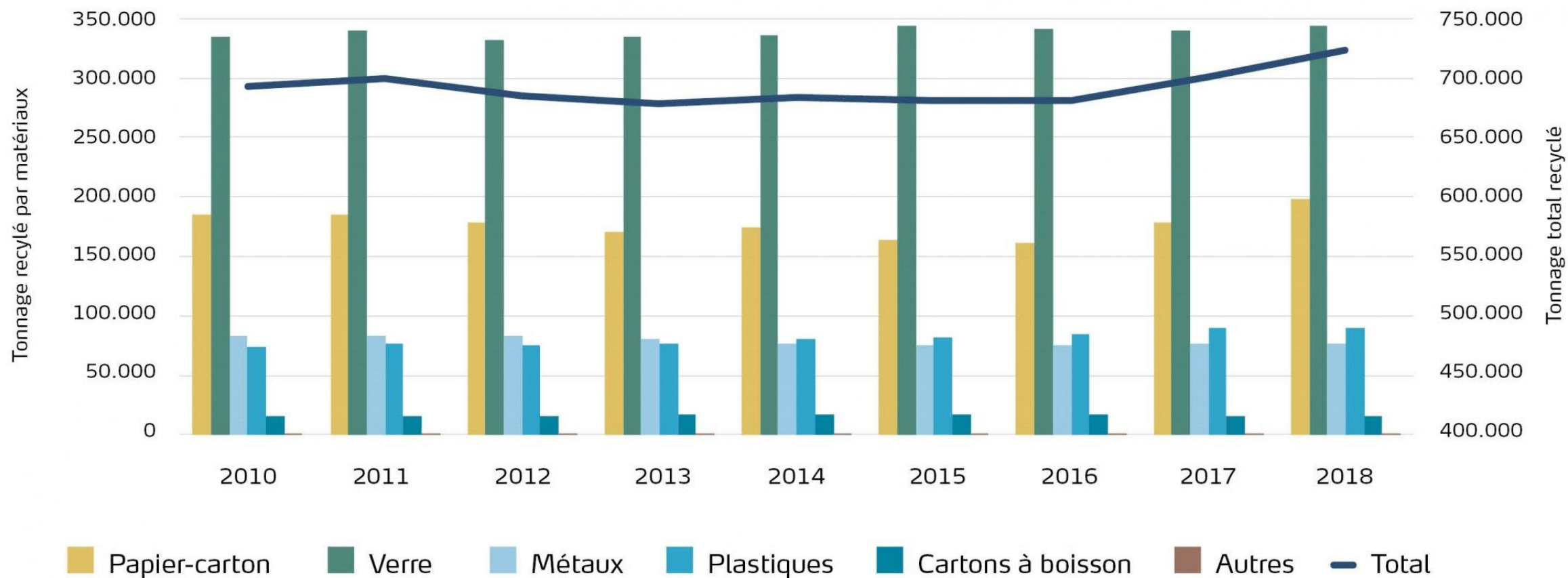


Manufacturers of
finished products



As a complement to the basic scenario, all waste segments can also be collected via container parks.

Evolution des tonnages recyclés par matériau



Best practices of EXPRA members: Belgium

- **NATIONAL CAMPAIGN "SORTING WASTE, AN ACTION THAT MATTERS"**
- Focused on the importance of sorting and its positive impact on the environment and future generations;
- Audiovisual campaign on TV and in cinemas;
- Poster campaign promoting the slogan " 2015: Think of the future. Keep sorting

Fostplus



The movie

SUSTAINABLE DEVELOPMENT AND SOCIAL RESPONSIBILITY

Acting within a competitive environment



REDUCE



REUSE



RECYCLE



RETHINK!

ЕКОПАК

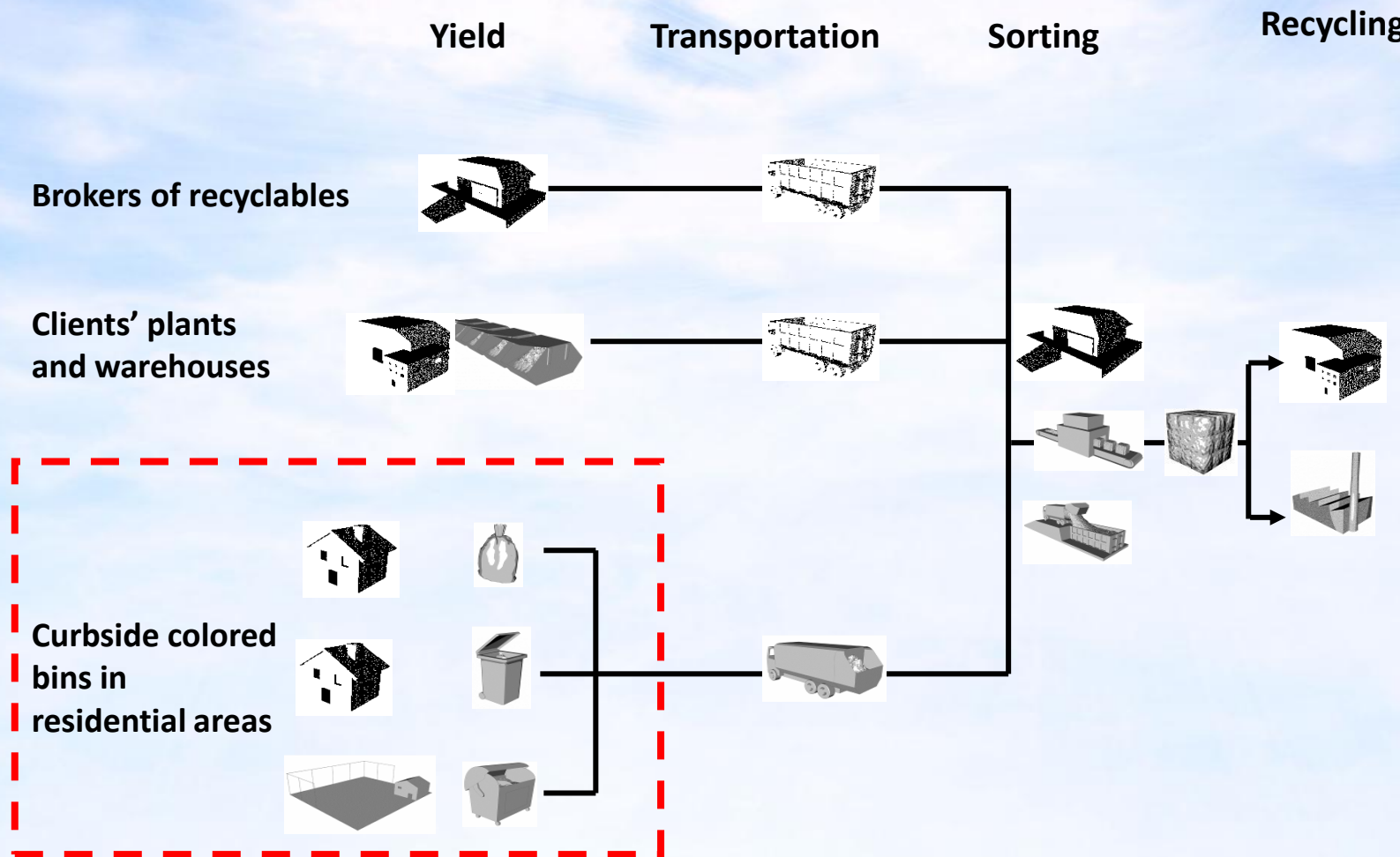
ОРГАНИЗАЦИЯ ЗА ОПОЛЗОТВОРЯВАНЕ НА ОТПАДЪЦИ ОТ ОПАКОВКИ

OPERATING MODEL



- 🌍 The **covered population** is based on **market share**, but coverage is only for residential areas
- 🌍 PRO **finances 100%** of the CAPEX & OPEX of the SCS
- 🌍 PRO **owns the material** and it is sold to recyclers
- 🌍 The **Municipalities only determine the places** for the bins and their number is defined in the legislation

SOURCES OF RECYCLABLES ACQUISITION



EXPRA P4R Packaging for recycling

[Home](#)[About](#)[User Guide](#)[Contact us!](#)[Reserved Area](#)

Packaging recyclability roadmap

This website provides a dynamic online information tool aimed at allowing users to self-assess the recyclability of packaging and a roadmap based on the following recyclability critical control points: design, labelling, collection and sorting. It brings together best practices by the Extended Producer Responsibility Alliance (EXPRA) membership as well as information on how to best reduce the environmental impact of packaging while optimising its resource efficiency. The toolkit particularly covers the most-frequently used materials for packaging: aluminium, glass, paper, plastic, steel and wood.

Click the button to start a packaging recyclability critical control point analysis

[Start Analysis](#)

Litter prevention: based on 5 pillars

Infrastructure



Communication



Enforcement



Participation



Environment



Awareness-raising, education and communication campaigns – only all together we can succeed!



CONAI

Italy, Stewardship tender 2018

400 thousand € aimed at rewarding the most innovative and eco-friendly packaging solutions placed on the market in 2016-2017 biennium.

www.conai.org/en/prevention/thinking-about-the-future/stewardship-tender/, www.ecotoolconai.org



PENSARE FUTURO
Progetto Conai per l'imballaggio ecosostenibile



A student packaging design competition with the objective to gather the best packaging eco design projects.

www.facebook.com/Packplay2/

ÉEQ

Canada, Pack Play2 Design competition

ECOEMBES

Spain, 'LIBERA, nature without littering'

A project created by the environmental NGO, SEO / BirdLife, in partnership with Ecoembes with the objective of raising awareness and mobilizing citizens to keep the natural spaces free of littering.

www.proyectorlibera.org



EKOKOM

Czech Republic, Seminars on packaging prevention.

At least 12 big seminars per years for clients explaining them legislation and standardization for prevention and minimization in detail trough showing the best results from other companies.

www.ekokom.cz

AFVALFONDs/KIDV

Netherlands, Improve packaging recyclability

Website on tips and tricks to improve the recyclability of packaging: plastic, glass, metal, paper/board and wood.

www.recyclability.kidv.nl



Are you labelling the packaging correctly?

Grønt Punkt Norge

Norway, Labelling for recycling

Packaging labels that remind the consumer to recycle. Includes material specific pictograms in print quality and visual guides on correct labelling.

www.grontpunkt.no/medlemskap/emballasjemerking/english/

FOST PLUS

Belgium, Eco packaging tools

A kit of websites helping industries to assess the environmental impact of their packaging www.preventpack.be, www.pack4recycling.be, www.pack4ecodesign.org

prevent pack



VALORLUX

Luxembourg, The Trophéco award

Award that rewards and promotes sustainable and eco-friendly packaging sold in Luxembourg

www.tropheco.lu/en

VALIPAC

Belgium, Sustainable Packaging Platform

Improve sustainable packaging decisions with the right information on the right place

www.go4sustainablepackaging.org



PARTNERSHIP IS KEY TO SUCCESS

Contact

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Belgium



Back-up and background slides

Joachim Quoden – www.quoden.com



Profession:

10/92 – 01/93	Independent Lawyer since 1995
02/93 – 06/06	German Ministry of Environment , EPR department
10/00 – 02/13	German Green Dot scheme DSD , i.e. Syndicus + Head of International Affairs
01/00 – ...	Secretary General respective Managing Director of PRO EUROPE
04/13 -	Member of the OECD expert group on EPR
10/13 -	Managing Director of EXPRA
04/15 -	Chair of ISWA WG Governance & Legal Issues & Member of ISWA STC
01/18 -	Member of the Product Stewardship Institute Advisory Panel (Boston, US)
06/18 -	Member of the EC Expert Group on Circular Economy Financing
06/19 -	Board Member of the CEFLEX project
	Chair of the ISWA EU Group

EXPRA beliefs : How to make EPR successful? (1)

- ✓ EPR is **one tool** within a comprehensive policy approach;
- ✓ Different **stakeholders** should have **clear roles to play, ensuring no conflict of interests!**;
- ✓ EPR organisations should be **run by obliged companies on a not-for-profit basis**;
- ✓ **Focus on separate collection** and collection infrastructure for **inhabitants** is key for the success of the system!

EXPRA beliefs : How to make EPR successful? (2)

- ✓ **Ensure transparency** of operations and data;
- ✓ Calculate the fees for all materials covered **in a fair manner**;
- ✓ EPR organisations should **control the use of the fees** collected, and **influence infrastructure design** if necessary;
- ✓ **Packaging optimisation, design-for-recycling, clear communication and education of inhabitants and company representatives** are essential parts of successful EPR systems
- ✓ Continuously **improve system performance**;

EXPRA – External Activities

EU coordination group for the Circular Economy Stakeholder platform (via EcoEmbes)

EU expert group
"Support to Circular Economy Financing"

OECD EPR Expert Group

Close the Glass Loop Initiative
Founding Member

CEFLEX
Steering Committee & Working Groups

ISWA
STC / Chair ISWA WG Governance & Legal Issues / Chair ISWA EU Group

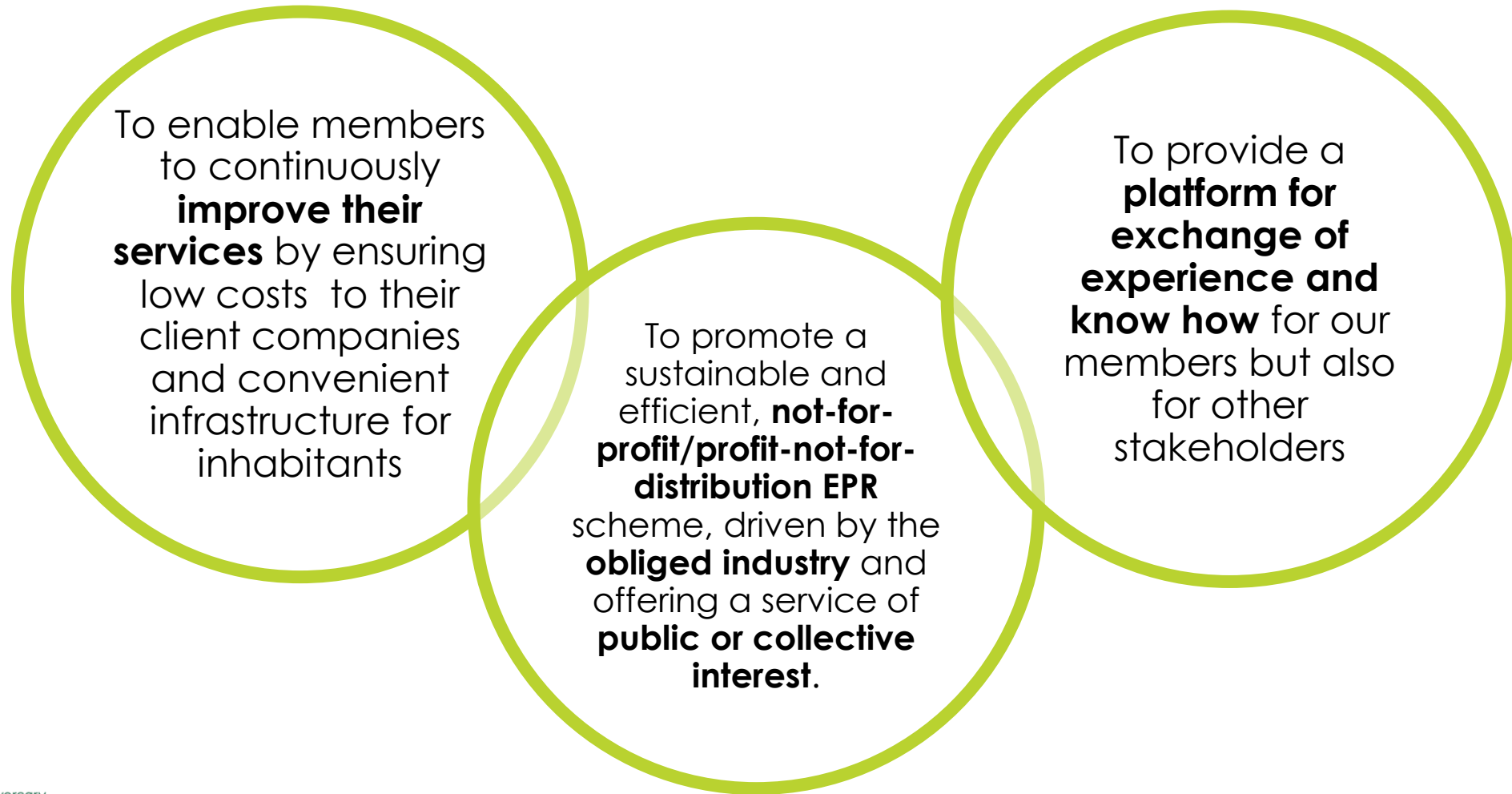
Clean Europe Network friendship

Circular Plastic Alliance Co-chair Packaging WG

Chemical Plastic Alliance
Member

Holy Grail 2.0
Member

Our EXPRA mission





THANK YOU!
