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Editorial

Dear Members,

As you will see from the stories inside, PRO EUROPE has been very active during the first quarter of 2011 both at EU and national level.

Following our communication and lobbying plan agreed at the GMM in September last year, we have addressed key priorities such as the ongoing revision of Annex I of the Packaging and Packaging Waste Directive along with the ongoing Commission study on the European refund system for metal beverage packaging. Concerning the latter, I will be attending a workshop in Helsinki early next month **to make sure PRO EUROPE's interests are taken into consideration.**

I have also conveyed our vision and positions through two important stakeholder fora in Brussels, the Retail Forum and the European Packaging Waste Forum, in which two of our Members also participated. At the national level, I participated in the **"Solid Waste Management Conference" organized by the Cypriot Ministry of Interior and the Ministry of Environment in cooperation with the Green Dot Cyprus.**

As part of our ongoing engagement programme with Commission officials, we have also established a good contact with Mr. Julio Garcia Burgues, newly appointed Head of Unit at DG Environment, in charge of Waste Management policies. He will be one of the key contacts for PRO EUROPE in the years to come. Another key element that I intend to develop further over the next months is more effective communication with Members. To that end, we have launched the PRO EUROPE Webinar series. This new interactive platform enables PRO EUROPE members to be quickly updated on the latest relevant EU developments and exchange information on national initiatives that could have an impact on other countries. The first one took place on 22 February and we subsequently received a lot of positive feedback. The next one will take place on 31 May and I encourage every PRO EUROPE member to join.

At the national level, there have been a number of great initiatives going on over **the last three months (See national news section). The exchange of 'know-how' and best practice amongst PRO EUROPE members remains one of the key strengths of our association.** We should continue learning from each other in order to grow stronger together. As always, I hope you will find the contents of interest and wish you a great Spring season!

Joachim Quoden
Managing Director
PRO EUROPE



EU POLICY DEVELOPMENTS



Article 21 PWD

On 23 March the Packaging and Packaging Waste Directive's Technical Adaptation Article 21 Committee convened to vote on a Commission proposal to amend Annex I of the Directive (packaging/non-packaging list) but no majority in favor of the **Commission's proposal as a whole could** be reached. The changes in effect add new items to the packaging and non-packaging illustrative examples of the current Annex I. They will be legally-binding and will have to be implemented by Member States into national law no later than by the end of 2011. The

original plan was to publish guidelines which would not have been legally binding.

The Committee therefore proceeded to a vote on each item. Regarding the new items: fire extinguishers and agriculture film have been categorized as non packaging. The Commission will now adapt its proposal and try to get approval from the Member States through a written procedure. Discussions between the Commission and the Member states have been ongoing for 3 years.



2011 Green Week on Resource Efficiency

On 24-27 May, the 11th Edition of the Green Week on Resource Efficiency, the largest annual conference EU environment policy, will take place in Brussels. The **overarching theme of this year's** conference will be "Resource Efficiency - Using less, living better", the issues of resource depletion and scarcity will be examined in great depth. In addition, the conference will hold a large number of exhaustive sessions, whereby participants may discuss the following topics :

- Resource scarcity: drivers and EU responses.
- The Transition towards a resource efficient economy.
- Towards more sustainable consumption and production.

- Recycling policy instruments.
- Eco-innovation, optimising the eco-efficiency of products and processes.
- New business models for a circular economy.
- Market-based instruments for resource efficiency.
- Waste as a resource.
- "Food waste".
- Speeding up the revolution in how business thinks of resource efficiency.
- Resource efficiency & competitiveness.

More information on the [Green Week website](#).

Resource Efficiency: Commission launches public consultation

On 25 February, the European Commission launched a public consultation, which is expected to feed into **the Commission's Roadmap** for a resource-efficient Europe scheduled to be published in June. The consultation will be running until 22 April, whereby stakeholders are invited to express their views on expected trends and obstacles relating to the use of resources **and scarcities of Europe's future**. Furthermore, a questionnaire on policy

options prompts stakeholders to assess the effectiveness of possible policy tools to address resource efficiency.

Given the importance of resource efficiency in forthcoming EU policies, PRO EUROPE is participating in this exercise. [This is to be seen as an additional hook to promote Extended Producer Responsibility.](#)

DG Environment study on the use of economic instruments for waste management in the EU

IEEP (Institute for European Environmental Policy) is currently leading a study for DG Environment on the use of economic instruments for waste management in the EU, whereby it will assess the possibility to move towards a common EU approach for the use of economic instruments in relation to waste management. As you are aware, a number of PRO EUROPE members have taken the opportunity to contribute towards the study and this would then feed into the study done by IEEP researchers. In addition to reviewing the economic instruments for waste management, it will hope to identify links between the use of instruments and the improvement of waste management performance as a whole.

PRO EUROPE is providing inputs to the study. A website by IEEP was set up, elaborating on the aims of the study as well as publishing the documents contributed by the various responses <http://ei-waste.eu-smr.eu/>

DG Environment study on the coherence of waste legislation

BIO Intelligence Service (BIO) is currently conducting a study for the European **Commission's DG Environment on the coherence of waste legislation**, with particular emphasis on the in Packaging Directive (94/62/EC), the Batteries Directive (2006/66/EC), the End-of-Life Vehicles Directive (2000/53/EC), the RoHS Directive (2002/95/EC) and the WEEE Directive (2002/96/EC).

The study will aim at providing critical analysis of the adequacy of waste stream-related Directives as well as the overall waste stream approach to contribute towards resource efficiency leading **towards a responsible "recycling society"**. The study hopes to identify alternative approaches as well as assess future challenges towards the development of EU waste legislation related to recycling.



PRO EUROPE news

PRO EUROPE's first webinar - an innovative way of sharing information

On 22 February, PRO EUROPE gave its first webinar to update its members on relevant developments at the EU level that also have an impact on Member States. The interactive tool allowed participants to follow a presentation on the screen while listening to explanations over the phone. At the same time, they also had the possibility to ask questions either directly over the phone or via a chat function.

The topics discussed during the first webinar were the deposit study, the ongoing revision of Annex I of the Packaging and Packaging Waste Directive,

the upcoming screening of the EU recycling Directives in 2012 and the study on the use of Economic Instruments and Waste Management Performances.

At the end of the webinar, PRO EUROPE members exchanged information about relevant initiatives on the national level that could spill over to other countries.

The next PRO EUROPE webinar will take place on 31 May 2011 from 10am to 11.30am. If you are interested to participate, please send an email to keichel@webershandwick.com. An agenda will be sent out closer to the date.

European Packaging and Packaging Waste Forum

On 9-10 March, the 18th Annual European Packaging Waste Forum took place in Brussels. The two-day conference saw the participation of among others Commission officials, industry representatives and other stakeholders active in the field of packaging and packaging waste. The topics discussed during the first day included EU policy on packaging waste, e.g. how to better implement the Packaging and Packaging Waste Directive in Europe, environmental footprint of

packaging and industry initiatives to reduce packaging waste. Eco-Emballages and Öko-Pannon gave presentations about ongoing initiatives in their home country.

At the second day of the conference, which **was chaired by PRO EUROPE's Managing Director Joachim Quoden**, participants discussed industry initiatives to improve the sustainability of packaging and topics such as waste prevention and resource efficiency with regard to packaging waste.



PRO EUROPE meetings with Commission representatives

On 8 March, Joachim Quoden and Johan Goossens had two meetings with representatives from DG Environment and DG Enterprise in the European Commission. The purpose of the meeting with DG Environment was to get to know the new Head of Unit, Mr Julio Garcia Burgues, who is in charge of Waste Management and will be one of the key contacts for PRO EUROPE in the years to come. Together with his colleague Diana Oancea, PRO EUROPE used the **opportunity to discuss the Commission's** study on deposit systems for metal beverage cans as well as the latest developments with regard to packaging and recycling.

In short, DG Environment passed the following messages:

- The Commission is considering increasing the recycling quotas of the Packaging Directive, with a focus on plastics.
- Member States with a good performance should be an example for the others and landfill has to be quickly reduced.
- The waste hierarchy of the Waste Framework Directive is also applicable for the Packaging Directive.

- Prevention efforts have to be increased; in this context, the Commission will put a special focus on the prevention plans that Member States have to draft by 2013, including a chapter on packaging.
- Another priority in the **Commission's work will be litter and** in particular marine litter, with a special focus on plastic bags and bioplastics.
- The Commission will evaluate how to measure the amounts counted as recycled (input / output recycling).

The aim of the second meeting with DG Enterprise was to discuss the deposit system to build strong relationships with relevant representatives in case the deposit study should result in a legislative proposal.

Overall, both meetings were positive and the Commission officials were very receptive of what PRO EUROPE had to say. With regard to the study on deposit systems, both DGs do not believe that a legislative proposal will come out of the study. However, if the study turns out to be pro-deposit systems, there is the risk that the Parliament will put pressure on the Commission to take some action.



Julio Garcia Burgues,
Head of Unit,
DG Environment

PRO EUROPE gave a presentation at a high-level conference in Cyprus

PRO EUROPE's Managing Director Joachim Quoden was invited to give a presentation "Application of Producer Responsibility and its outcome in the EU - Trends in countries outside the EU" and to also participate in the panel discussion on European practices of solid waste management at the "Solid Waste Management Conference" organized by both the Cypriot Ministry of Interior and the Ministry of Environment in cooperation with the Green Dot Cyprus. (for further information see the Cyprus section on page 24).



Joachim Quoden,
Managing Director,
PRO EUROPE

PRO EUROPE represented at recent Retail Forum meeting on Packaging Optimisation

On 23 February, PRO EUROPE's managing director, Joachim Quoden, gave a presentation at the European Retail Forum for Sustainability on *Packaging optimization and collection and recycling of used packaging by PRO EUROPE member organizations*.

Quoden's presentation touched upon several dimensions of sustainable packaging, and he stated that the best approach to packaging is to use as little as possible but as much as necessary. Addressing the perception by some that the best option is not to use any packaging, Quoden stated that **PRO EUROPE's approach is that the most environmentally friendly packaging is "the best to do the job" and underlined** that poor packaging can turn good products into bad ones. Quoden also reminded the audience that PRO EUROPE offers different packaging optimization services to members and referred to different prevention initiatives within the umbrella organization. Meetings under the European Retail Forum for Sustainability are organised four times per year. They provide an opportunity for Commission representatives and key stakeholders to discuss issues of shared concern and exchange best practices on matters related to the European retail sector and its sustainability.

The most recent meeting took place on 23 February and treated *Packaging Optimisation*. Presentations related, among other things, to matters such as the EU legal framework in the field of packaging and food contact materials, optimisation and implementation of international packaging guidelines and packaging management in retail be set out and assessed. Following this, a stakeholder consultation on the implementation plans for the options set out has been scheduled for the period mid August to late September.

As further regards the project timeline, before the delivery of the final report an interim report is due in May, a preliminary draft report in August and a final draft report in October. In late October, a final stakeholder workshop will take place in Brussels during which the results of the study will be reported on.

PRO EUROPE article published in Bioplastics Magazine

A PRO EUROPE article on *the End of Life of Bioplastics* was published in issue 06/2010 of the Bioplastics Magazine. The article, written by Gaele Janssens and Attilio Caligiani, stresses that there are several end of life options for bioplastics and states that whereas the main focus in the discourse on biopackaging used to be biodegradability, resource renewability is increasingly gaining traction. The article **gives reference to PRO EUROPE's view** that, as regards bioplastics, recovery is a better option than composting from an environmental point of view.

Among the other conclusions presented by the authors are that bioplastics should not always be considered a more environmentally friendly option to traditional plastics and that biodegradability should not be considered *the* solution to the problem of litter.



ARA news



ARA Lecture: Intellectual capital and the role of universities

On the occasion of the 7th ARA Lecture on 3 May 2011, Professor Dieter Imboden will give a presentation on intellectual capital and the role of universities.

The current discussion on education shows that highly qualified staff are more in demand than ever before. Knowledge is becoming an increasingly sought-after resource, and it is inextricably linked to the people who use and expand it. Preserving and developing intellectual capital is directly related to teaching the scientists and researchers of tomorrow. Universities are thus a fertile soil in which knowledge can grow. Universities, like soils, have a long-term memory; if we fail to manage them properly, or even damage them, this will have a long-term impact on their fertility. This analogy serves as the starting point for deliberations on the dynamics, and the fragility, of the knowledge society and the role of universities.

He serves as the president of the National Research Council of the Swiss National Science Foundation and is president of the European Heads of Research Councils (EUROHORCs). **Imboden's research focus in his capacity as professor of environmental physics at the Swiss Federal Institute of Technology is the study of physical processes in aquatic systems as well as energy and climate politics.**

ARA Lectures serve as a platform for sharing information and inspiration as well as for networking with eminent international experts in the field of resource management and sustainable development. The lectures are hosted by ARA in cooperation with the **Vienna University of Technology's Center for Sustainable Technology.**

The 7th ARA Lecture will be held in German. A live stream of the presentation will be available on 3 May 2011 from 6 p.m. at www.aralectures.at.

Drink bottles under scrutiny

The Institute for Energy and Environmental Research, IFEU Heidelberg, conducted a comprehensive study on the relative advantages and drawbacks of one-way PET bottles, reusable glass bottles and reusable PET bottles in the Austrian market. The study was commissioned by ARA, the Austrian Ministry of Environment and the Austrian Food and Drink Federation. Its aim was to contribute scientifically sound data to the discussion on one-way bottles vs. reusable bottles in Austria.

The comparative life cycle assessment (LCA) of one-way PET bottles and reusable glass bottles shows that, considering country-wide sales, neither of the two performed better than the other in the current Austrian market environment. This result applies to both mineral water and soft drink bottles. Looking at regional sales (radius < 60 km), reusable glass bottles turned out to have an advantage

over one-way PET bottles.

One major reason why one-way PET bottles performed so well lies in the high share of recycling (including plastic bottle-to-bottle recycling) in Austria: 82 % of all 1.5l and 2.0l one-way PET bottles sold in the country are recovered, and more than 75 % of the market volume is recycled. Room for improvement was identified in bottle weights and in the share of PET recycle used.

A definite advantage of reusable glass bottles is their low resource consumption owing to an assumed reusability of around 30 times. The biggest drawback as identified in the LCA concerns the distribution stage: Transportation routes are longer for these bottles than for one-way PET bottles. Another factor is that reusable glass bottles as well as crates need to be cleaned, which implies a higher environmental burden at the filling stage.

Packaging recycling plays a decisive role for LCA results

“The separate collection and recycling of packaging waste has greatly improved the ecobalance of PET bottles in Austria,” says ARA CEO Christoph Scharff. “In the 1990s, there were still marked differences between one-way PET bottles and reusable glass bottles, but today, the two types of packaging have rather similar LCA results.”

The study also included a hypothetical LCA of 1.5l reusable PET bottles, which are no longer available in Austria. Overall, these bottles show the best results in the LCA, as this type of packaging combines the low weight of one-way PET bottles (which is important above all at the distribution stage) with the low production and disposal burden of reusable glass bottles.

Demand patterns, the level of consumer acceptance for individual packaging materials or economic aspects were not considered in the study.

Comprehensive assessment

The study was commissioned by the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management, Altstoff Recycling Austria AG (ARA) and the Austrian Food and Drink Federation. The LCA was carried out in accordance with ISO 14040 on comparative life cycle assessment. Compliance with the standard was confirmed in a comprehensive assessment by Professor W. Klöpffer (LCA Consult & Review Frankfurt), Professor H. Rechberger (Vienna University of Technology) and environmental scientist U. Eickhoff (Friends of the Earth, Global 2000).

Fostplus *Fost Plus news*

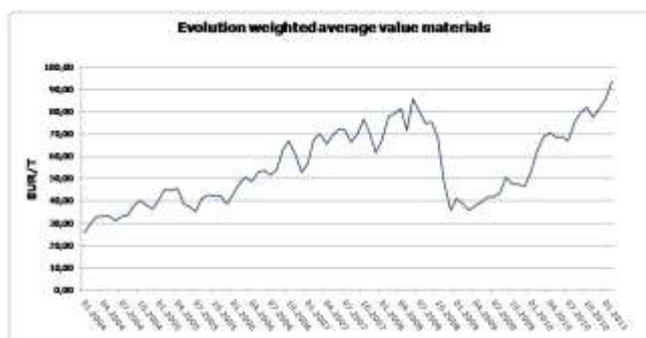


Significant evolution of the value of the materials on the recycling market

The value of almost all materials on the recycling market continues to rise significantly.

The graph shows how the average value of Fost Plus materials almost continuously increased for the last two years, now exceeding the price level reached just before the economic crisis. The average value takes into account changes resulting from new contracts, price indexations and possible variations in the collected quantities per contract. It includes paper-cardboard, glass, PET and HDPE bottles, metal packaging and beverage cartons.

The demand for raw materials has increased tremendously all over the world but one has to be cautious. Today, the value of some materials reaches a level that is much higher than it was before the crisis whereas it cannot be said that the economy has completely recovered. Although there are no signs that the market is running hot, the question is whether the very high level of raw material prices will be maintained in 2011.



Fost Plus launches a kit to promote better sorting

Belgian citizens are already quite familiar with sorting household packaging waste. 95% of all Belgian households regularly sort their glass, paper and cardboard and PMD (plastic bottles and flasks, metal packaging and drinking cartons). In order to facilitate organizations, associations or other communities to introduce selective waste collection in their premises, Fost Plus, the Belgian Green Dot organization, developed a kit. This kit offers a set of practical communication tools that can be used in a wide variety of contexts.

Here we sort, just like we do at home. Installing selective waste collection in other locations or even at home is not that simple. This may be due to a number of factors. The **appropriate containers aren't available** or the context is not quite convenient. That is why Fost Plus developed a practical guide with many tools that can be useful for anyone who wants to introduce or optimize selective waste collection.

Plug and play

The kit includes several practical components. A brochure containing a step by step approach and many useful tips to create your own project. Next to the sorting rules you will find an overview of the other communication tools that can be downloaded or consulted via the enclosed cd-rom.: posters on how to sort, posters that encourage the right behaviour, posters with pictograms referring to the right packaging waste; even an internet banner is provided to inform everyone in the organization that sorting is being introduced.

Fost Plus thinks that this sorting kit will be a useful and practical resource for those who want to start sorting but who are not sure how to approach this project. More information and the kit itself are available on the corporate website of Fost Plus (Dutch & French version only): <http://www.fostplus.be/sortingkit/Pages/sortingkit.aspx>

Survey on perception of excessive packaging

Fost Plus ordered a survey to identify **opinions of its stakeholders regarding 'excessive packaging'**. **32 stakeholders with strong opinions** about packaging have been interviewed by research company Mythos. The interviews focused on the day-to-day behavior of the stakeholders with regard to products and packaging. Conclusions are as follows:

- Over-packaging or excessive packaging is no longer considered as a hot topic in Belgium.
- Examples of excessive packaging were already well known, with the exception of internet packaging, which is often badly dimensioned in relation to the packaged product.
- On one hand, we see a small group of persons radicalizing their position about packaging, because of their own impossibility to live without packaging in a day-to-day life (work, children, need for pleasure, **lack of time...**). These people

declare that the problem is mainly due to industry, who is not sufficiently proactive to offer alternatives for the existing packaging.

- But the majority of the interviewees are aware that industry makes efforts and improvements in packaging design. However, they regret that industry does not communicate these initiatives sufficiently.
- **Regarding all "excessive" packaging**, industry should develop and communicate the reasons why the amount packaging is really necessary, but considered as excessive, like packaging for organic fruits and vegetables, for example. Moreover, it would be interesting to try to develop other solutions for some packaging, like hard blisters which protect low value products, and which also are often perceived as excessive, like school material packaging: rules, rubbers, **squares....**



Ici, trions comme à la maison



Ensemble > Trions bien > Recyclons mieux

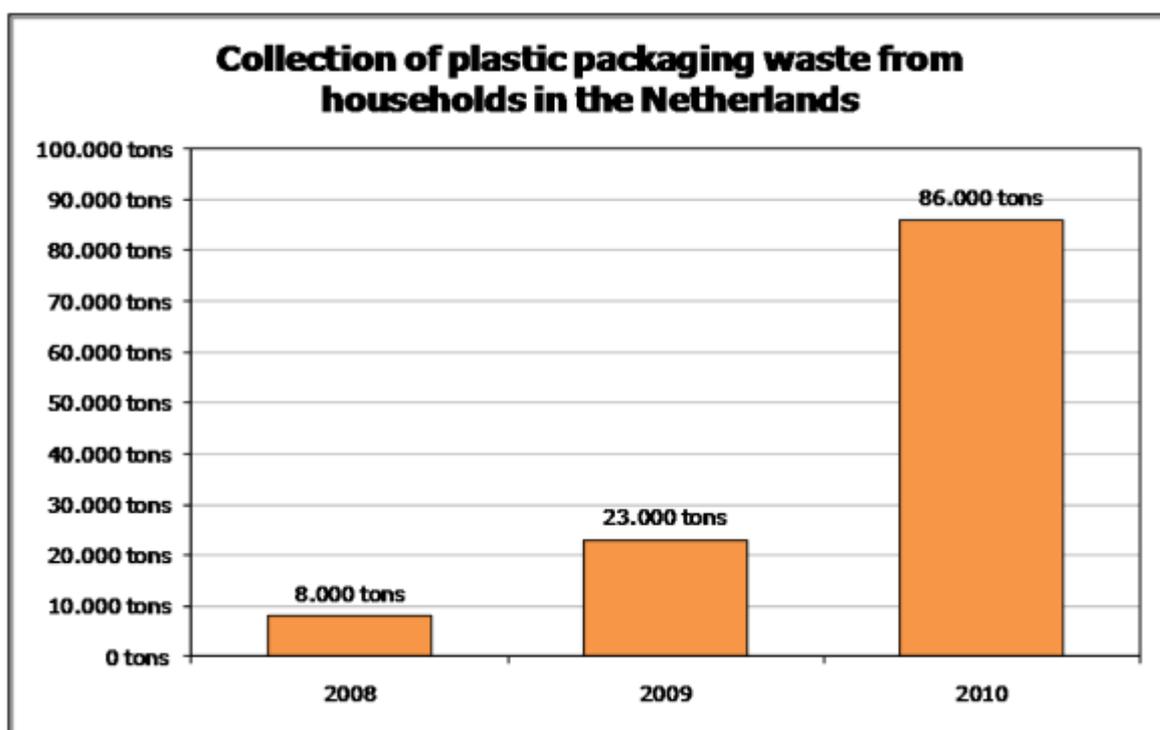
Fostplus 



The selective collection of plastic packaging remains

In 2009 and 2010, the collection of packaging waste from households in the Netherlands developed rapidly. An ever increasing number of municipalities have started to collect plastic packaging waste in their territories. In the first half of 2010, the last municipalities have started with separate collections.

The total weight of plastic packaging collected from households shows evidence for the positive development. The weight of collected plastic packaging was 8.000 tons in 2008, increased to 23.000 tons in 2009 and soared to approximately 85.000 to 86.000 tons in 2010.



The weight of collected plastic packaging waste is expected to rise further in 2011. In figures of the first three months are promising: whereas the weekly weight of

collected plastics was 1.800 tons in the last months of 2010, this weight has increased to almost 2.000 tons per week in the first three months of 2011.

Can recycling campaign: 10% awareness increase

Nedvang has supported Stichting Kringloop Blik, the Dutch association for the promotion of can recycling, in their campaign to increase the awareness of the recyclability of cans. In radio commercials, it was explained to the target group that cans are recycled, regardless if they are collected separately or via residual waste. In the latter case, metals are recovered from the bottom ash of incineration plants.

The campaign has been successful: a survey shows that the awareness of can recycling increased by 10% to 56% of the people who were interviewed. Furthermore, 58% of the interviewed people indicated that the environmental impact of the packaging plays an active role in the decision to buy.

EKO-KOM news



Ladislav Trylč from the waste department of the Czech Ministry of Environment: The Deposit System for One-Way PET Bottles and Cans Would Resolve Only Part of the Problem

In September 2010, the Ministry of the Environment abandoned the planned implementation of the deposit system for one-way beverage PET bottles and cans. It is not easy to try to recapitulate the discussion that followed after the plan was released in 2007 since the arguments of both its supporters and opponents were often very **“diverse.”**

The main argument of the supporters of the deposit system for beverage packaging generally is that the voluntary systems of waste recycling can never achieve such a high rate of return of beverage packaging as in the countries with deposit systems. This assumption is surely correct; however, it is necessary to keep in mind that beverage packaging is only one of many waste commodities that we would like the citizens to separate from other waste. To take packaging back to the store is definitely less convenient for the citizens than to simply crush it and throw it in the container in front of the building. This should not be at all underestimated since the way a waste recycling system is set up clearly determines the willingness of the citizens to participate in the system. In general, it is true that the simpler or more convenient the recycling is, the more citizens are willing to participate in the system. So in addition to using the containers in front of the building, (and the closest collection yard), the citizens would have to take some of their waste somewhere else - to a food store. Of course, it is hard to predict how consumers would react to such a change. According to many critics of the plan, the citizens would take PET bottles to the store since they would be financially motivated to do so, but would be less willing to recycle other waste. The supporters of the plan say, of course, that consumers would simply get used to it.

A Reaction of the Beverage Industry
Another unknown in the deposit system could be the reaction of the beverage industry. In general, we hear that deposits would create the tendency to switch from packaging requiring a deposit to that without a deposit, i.e. beverages that are now sold in cans would be sold in single-use glass bottles. On the other hand, some people argue that the industry could not react like this since only certain packaging is suitable for certain types of beverages and, on top of it, Czech consumers are relatively conservative and a change in packaging could be harder for them than a deposit. It is really very unlikely that after the deposit system is implemented, we could buy e.g. beer in a beverage carton while it would be quite possible to find non-prepaid one-way glass bottles on the market. It is true that beer in one-way glass bottles is already sold on the market, but mostly just special beer or foreign beer in 0.3 l bottles. If a brewery started to sell and promote its beer in one-way glass bottles and consumers liked it (e.g. because they would have to return them), other breweries would be very likely forced to do the same thing. A similar **“avalanche effect”** recently occurred when beer in PET bottles was introduced on the market. The resulting chaos, where some bottles would be returnable and others would not, could end up in a total breakdown of the so-far very well functioning deposit system for returnable beer bottles.

The Position of the European Commission
The European Commission took a position on deposits for one-way packaging by issuing a communication, which was also based on the outcome of the lawsuit against Germany (case C-309/02 Radlberger Spitz (2004) of **the Court of Justice’s Ruling No. I-11763**) and concerned the legitimacy of the implementation of the local deposit system.

The European Commission's Communication No. 2009/C 107/01 (Beverage Packaging, Deposit Systems and Free Movement of Goods (2004)) in brief says that Member States can implement mandatory deposit systems for one-way packaging providing that it is necessary for the protection of the environment and the systems do not discriminate against beverage manufacturers or beverage importers from other Member States of the EU. Furthermore, the Commission adds that the switch from one system to another requires a thorough preparation of all key entities involved and must not destabilize the market, e.g. due to an uncertain legal or actual situation in connection with the implementation of the deposit system. The switch to a new system must thus be carried out without any disruption and without compromising the ability of the companies involved to participate in the new system as soon as it is implemented.

The fact is that the back-then plan of the Ministry of the Environment to implement deposits for one-way PET bottles and cans was poorly received practically by all major institutions and was in fact very strongly criticized by experts, cities, stores and, of course, the beverage industry. A potential boycott of the deposit system by the beverage industry or attempts to evade the established rules could represent a major risk in the implementation of the deposit system.

The deposit system would also certainly interfere with the current system of voluntary waste recycling that works very well in the Czech Republic as compared to Europe. We are actually first in Europe in recycling plastic packaging. So the question is whether, in view of the precautionary principle, it would be good to replace something that works with something that could (perhaps) work but has many unknown factors.





HE.R.R.CO news



Program of Collecting and Recycling glass packaging waste from large producers

During the last period HE.R.R.Co has focused on the collection and recycling of packaging waste, mainly glass bottles from large producers; generally from places and areas of commercial activities that consume products that come in glass packaging such as hotel complexes, bars, coffee shops, restaurants, catering companies etc.

The purpose of these special activities is to create a pure and clean stream of packaging waste at the point of production that, without the intervention in the system, would end up as common garbage.

With these activities HE.R.R.Co is endeavoring to forge a more productive partnership with commercial enterprises that will also enhance their corporate environmental and social responsibilities.

The process begins with the creation of a collection stream of glass packaging waste within the company's property and as close as possible to where the waste was being produced such as bars and kitchens. In order to avoid mixing glass with other materials, special bins are used. Subsequently the participating company undertakes to transport the collected bottles to a special storage means, that HE.R.R.Co will place on the company's property (for large producers of waste such as hotels etc).

Packaging Waste Collection Quantities	
Period	June -October 2010
Areas	Chalkidiki, Rhodos, Hrakleio Crete, Hlia
Collection points	260 hotels, resorts
Collection quantities	1.500 tons

H.E.R.R.Co participated in the 28th Classic Marathon

H.E.R.R.Co, on the occasion of the 28th Classic Marathon, which took place Sunday the 31st of October 2010 in Athens, actively supported one more time this institution, organizing the collection and development of the recycled materials which were obtained during the duration of the event.

By participating in the symbolic celebration of the 2500th anniversary of the Battle of Marathon and respecting its role in the promotion of packaging recycling in Greece, H.E.R.R.Co undertook action, showing that recycling is a process which must be continued over time.

Recycling was declared once again a winner, since H.E.R.R.Co collected over 4.200 kilos of packaging, mainly paper and plastic. In these quantities more than 100.000 plastic bottles were included, which were used by the competing runners as well as the Marathon spectators.



At the same time, H.E.R.R.Co participated with a special designed kiosk opposite the **Panathinaiko Stadium at the “donor village”**, where it had the chance to inform the public for the correct use of the blue bin and the meaning of recycling.

The results of the recycling program of the 28th Marathon highlighted the growing awareness of the citizens who participate in such a type of actions, especially on the matter of package recycling. H.E.R.R.Co continues to develop its actions for the promotion of package recycling, and to consistently and methodically support initiatives aimed at protecting the environment and improving the quality of our life.



Der Grüne Punkt –
 Duales System Deutschland GmbH

DSD news



Going beyond Packaging - Germany introduces the Recyclables bin. New developments to assure increased high-quality recycling

On February 28th, the Federal Environment Agency UBA, (Umweltbundesamt), invited all important stakeholders to start a formal dialogue on new ideas in waste separation.

Separating waste is, in fact, not a difficult task: organic waste, paper, and glass are put into special bins or containers. Consumers can deliver used electronics and bulky waste to municipal collection points for recycling. Lightweight packaging of plastics, metals, and composites is sorted to the yellow bin (*Gelbe Tonne*).

The European Waste Framework Directive and its transposition in German law will be the new basis for improvements. For consumers sorting is about to become even simpler as the yellow bin is expected to include other recyclable materials in the future.

Consumers can continue to dispose of packaging made of plastics, metals and composites, but also add used products **made from plastics or metals in the “new”** bins. At present, too many reusable materials are disposed of with other household residual waste even though much of it could be recycled. Experts at the UBA have estimated that a new single bin for recyclable materials could successfully redeem up to seven additional kilograms of waste per person and year besides packaging, which could then be recycled.

From a consumer perspective, the current practice of being able to recycle the plastic yogurt cup with the yellow bin - but not the plastic toy made of the same material- does not make sense. So, the proposal to include in future plastics and metals such as old frying pan, toys or pails is absolutely in line with ecological aspects and social behaviour. What does not belong in the new recyclables bin are products with a high pollutant content - small used electronic and electrical devices seem also better suited for separate collection than in a common recyclables bin. DSD has already conducted pilot projects with the recyclables bin in cities like Leipzig and Berlin for 4 years.

Until a single recyclables bin can be put into widespread use, a few key questions need to be explored, on issues such as organisation, financing, collection, sorting, and recycling. All stakeholders, that is municipalities, waste management companies, dual systems, industry and trade, and environmental and consumers associations, will be taken into consideration. DSD will be taking part in the strategic working groups on this important future development.





The final reports to the three UBA research projects have been published and are available for free download at:

Bestimmung der Idealzusammensetzung der Wertstofftonne [Optimised allocation of waste items to a “dry recyclables” bin]:

<http://www.uba.de/uba-info-medien-e/4074.html>

Finanzierungsmodelle der Wertstofftonne [Financing options for the “dry recyclables bin”]:

<http://www.uba.de/uba-info-medien-e/4077.html>

Evaluierung der Verpackungsverordnung [Evaluation of the Packaging Ordinance]:

<http://www.uba.de/uba-info-medien-e/4072.html>

Feedstock recycling

“Design for recycling” ensures inherently sustainable packaging: Green Dot presents **“recyclability columns” at the Cradle-to-Cradle Festival.**

Using raw materials in such a way as to ensure that they remain available in a biological or technical feedstock circuit - this is the fascinating idea behind the cradle-to-cradle principle developed by Professor Dr. Michael Braungart. The Cradle-to-Cradle Festival in Berlin will be showcasing this principle, supported by Der Grüne Punkt - Duales System Deutschland GmbH (DSD). DSD has incorporated this thinking in its new service called **“Design for Recycling”**, which enables its customers to create packaging that is exceptionally sustainable, recyclable and eco-friendly.



The recyclability columns illustrate the recycling process involved in packaging recovery.



NGOs demand Market Transparency and Fair Competition in packaging recycling

Law enforcement authorities have to ensure the correct implementation of the packaging Ordinance .

A survey of the nine dual systems by the NGO German Environmental Aid (Deutsche Umwelt Hilfe) shows that now one in four sales packages is not properly licensed. With imaginative interpretations of the Ordinance, some systems achieve dumping prices. Packaging is declared in "industry solutions" or "Point of sale" take-back in high volumes, which thus do not contribute to the financing of the household collection system.

The survey shows that only four of nine systems were willing to publish data on their licensed volumes - DSD of course was one of them. It also shows that some systems have licensed up to 45 % of their volumes as self-compliance "industry solutions", and others have an estimated share of "POS-take back" averaging 14,4 % of all light weight packaging. This would mean that every seventh piece of lightweight packaging is brought back to the distributor by the private consumer!

DSD welcomes the initiative of NGOs active in the environmental field to support transparency and thus help to improve fair competition in packaging recycling. We will continue to work with the government, the responsible authorities, and industry associations in order to guarantee a sustainable future for the tried and proven system of producer responsibility for packaging recycling in Germany.

DSD on Facebook

DSD Germany has now a fanpage on Facebook. The site is made for end-consumers and informs about recycling in Germany and news from DSD. Within the first two days we generated more than 70 fans - we hope to increase this number within the next months!

We invite you to become fan of our Facebook-Site:

<http://www.facebook.com/#!/pages/Der-Gr%C3%BCne-Punkt-Duales-System-Deutschland-GmbH/118659988208871>





Green Dot Norway news



83% recycling from mixed household plastics

In 2010 Green Dot Norway achieved a recycling rate of 83.4% of plastic packaging collected from Norwegian households. Since most PET bottles go into the deposit system, mixed plastics make up the majority of Norwegian households packaging waste.

Analysis shows that used plastic packaging consists of around 44% films, 27% mixed plastics 0,5% mixed rigid plastics, 1% PS , 4,5% PP, 4% PET and 2,5% PE.

In 2010 Green Dot Norway sent approximately 22 000 tonnes of household plastics to German sorting plants, with the requirement that at least 75% of the total shipment should be recycled. This is a result of an agreement between Green Dot Norway and Norwegian municipalities, who want to be sure they can be honest with their inhabitants about recycling.

This is a very welcome development. Both Green Dot and the municipalities can document that the sorted plastic packaging gets a new life.



In Norway, approximately 80% of all households are given the opportunity to recycle plastic packaging in their municipality. The municipalities choose their own collection system. The most common is kerbside collection of large, transparent collection bags every 3rd or 4th week. Some municipalities, including Oslo, use an optibag system where plastic packaging is collected in coloured plastic bags. These bags have to be optically sorted before being sent to the plastic sorting plant. A smaller proportion of municipalities have chosen delivery at recycling points. All kinds of plastic packaging: PP, PET, films, PE, PS and mixed materials are included in the system. Most PET bottles go into their own deposit systems.





Approximately 25% of all household plastic packaging was collected for recycling in 2010 and was sent to sorting plants in Germany. In 2008 and 2009 only 55-58% of the collected amount was sorted into different plastic qualities, and sold for recycling. Several Norwegian municipalities and inter-municipal waste companies were dissatisfied with this utilisation rate, and found it difficult to explain to their citizens why the plastic should be shipped to Germany when more than 40% was incinerated anyway. The opinion was that this could just as well be **used for energy “at home”**. Although these figures meet the national target of 30% material recycling of plastic packaging when reported together with plastics from trade and industry, Green Dot Norway recognised the communication challenge and decided to do whatever we could to increase the utilisation rate.

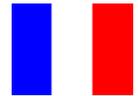


In order to achieve this high rate of material **recycling we're dependent upon the quality** of the material collected. In our communications we therefore emphasize that plastic packaging need to be clean and empty before it is delivered for recycling. This way we educate our public to make the material recycling vs. energy saving decision at the kitchen counter. If the plastic packaging sent to Germany is dirty and contains product waste, it will be very difficult to maintain the high recycling rate we achieved in 2010.



ECO
EMBALLAGES

Eco-Emballages news



Eco-Emballages nationwide campaign:

In order to attract the attention of the French people to reach 75 % recycling of household packaging, Eco-Emballages has launched a broad information and communication campaign during a full month (Nov. to Dec. 2010). Three objectives were targeted: show that the inhabitant sorter is the key link of the sorting and recycling chain; enhance knowledge about sorting and recycling and enlighten the commitments of the whole sorting chain actors.

The multimedia communication action plan:

This action plan was based on a TV campaign, enriched by a four-pages leaflet spread out in the local and TV press, a web campaign (via pops up suggesting to connect with the pre home page of the Eco-Emballages website and others pops ups suggesting download the mobile phone sorting application of Eco-Emballages), a toll free phone number, and a street marketing action (300 000 give aways magnets about sorting advises).



Results:

In order to measure the efficiency of the campaign, a post test has been undertaken by a poll institute towards a 1 000 people sample.

The results have showed that the campaign has reached its target in terms of visibility and information. This has strengthened the positive image of sorting and has allowed the inhabitant sorter to understand its role inside the sorting and recycling chain. This campaign has finally answered to the thirst of information of the inhabitants through the toll free number and the website.

Key figures:

- Good level of impact (76%) with efficient messages (83%).
- Clear message about the recycling chain and the key role of the consumer-citizen (91%).
- High level of agreement (92%). They like the messages (informative, inciteful and increased in value for the inhabitant sorter) and the approach (pleasant to see, no guilt).
- Through this campaign, people think Eco-Emballages is a company committed to sorting and recycling 93%.
- More than 340 000 visits on the website during the web campaign (t w o w e e k s) . 1400 downloads for « Good sorting Guide » Iphone application.
- More than 3 000 calls on the free phone number.



ECOEMBES news



Proposal of new waste law in Spain

Last March 4th, a proposal of a new Waste Law was approved at the Cabinet meeting. This proposal will have to be approved by the Parliament and Senate within the next months (the government has ordered the urgent procedure).

The Law transposes the European Waste Framework Directive but takes the opportunity to modify some relevant aspects of the current waste regulation. It is especially significant for Ecoembes the possibility of implementing refund systems for certain one-way packaging and the new regime for the compliance schemes.

Concerning deposit system, the proposal contains a disposition which would allow the competent authorities to implement a deposit system on household packaging. The scope of the deposit could be reusable and one-way packaging and the materials mentioned are metal, glass and plastics. The implementation of such systems are conditioned to studies on the environmental and economic viability and the necessity of guaranteeing the correct functioning of the internal market.

Although the regulation of the refund system in text finally approved by the cabinet is better than the one in previous drafts, the problem could be that it became more imposing and restrictive at the Parliament because of the pressure of the ecologists. Therefore, Ecoembes will closely monitor this issue.

Regarding the new regime for the compliance schemes (packaging and non-packaging), according to the proposal, it is mandatory for the compliance schemes to be **“associations”**. **Besides this, any and all licensed companies would have “decision power” at the board of the compliance scheme according to the “relevance of its economic activities”**. In Ecoembes case, with more than 12000 licensed companies, it is obvious that it would be unfeasible to have so many companies at the board. Apart from this, the authorization process of the compliance schemes becomes more complex in the proposal.

During the next months, Ecoembes will continue working with the Environment Ministry and the Political Parties at the Congress and Senate to amend and improve the articles concerned in order to defend the interests of our licensed companies and to minimize the impact that the new Law could have on the functioning of the compliance scheme.



Green-dot news



Pro Europe's managing director was invited to give a presentation 'Application of Producer Responsibility and its outcome in the EU- Trends in countries outside the EU' and also to participate in the panel discussion 'European Practices of Solid Waste Management' in the "Solid Waste Management Conference" organized by both the Cypriot ministry of interior and the ministry of environment in cooperation with Green Dot Cyprus.



Mr. Demetris J. Eliades , Minister of Agriculture, Natural Resources and Environment (center) , Joachim Quoden, Managing Director of Pro Europe (right).

Main topic was the future structure of the Cypriot collection and recycling system for household waste in general with a focus on packaging of course. The question whether to go for "sorting from raw waste" versus separate collection at source was discussed in detail, not only during the conference but in special meetings with the 2 ministers.

In addition, people from the Austrian and the Flemish Ministry of Environment and a representative from DG ENVI were presenting.





VALORLUX starts new partnership with the Luxembourgish Consumers Union

Valorlux has developed a partnership with the Luxembourgish Consumers Union (ULC). This collaboration is an important step for VALORLUX as it allows VALORLUX to reach the consumer with the help of a serious and recognized partner. In 2010, this partnership has resulted in two projects:

The first is a regular collaboration in their magazine "**de Konsument**" (the consumer). Articles written by VALORLUX are published on a regular basis to raise the awareness of consumers regarding sorting and recycling of packaging waste.

The second project consisted on the conception of a calendar. 43,000 copies of this 2011 calendar have been distributed with ULC's magazine. Its objective is to motivate people to sort their packaging.

Each month shows the various stages of the collection of packaging waste and the recycling of these packaging and explain who VALORLUX is. We have not missed to repeat the sorting instructions for PMC.



VALORLUX organises central commercialisation of packaging waste

Luxembourg counts 116 municipalities with 25 container parks where the population can bring and sort their packaging and other waste. Each container park has its own specific sorting criteria and sells on its own the material collected. In this context the administration of environment made VALORLUX responsible for proposing first standardised sorting criteria for the container parks and second a system that allows to sell this packaging material all together in order to get higher revenues.

This central commercialisation concerns clear, green and coloured PET bottles, PEHD flasks, PE films, PP/PS yards and pots, expanded PS, metal packaging, beverage cartons. These materials represent a total of 1.200 tons a year. Glass and paper/cardboard are not concerned.



Packaging collection in a container park

The container parks take in charge the costs of the collection of the packaging waste and VALORLUX takes the material away and covers all the costs of transport, sorting and conditioning. The revenues of the materials go to VALORLUX. VALORLUX will start the central commercialisation in 2011.



ECO-ROM AMBALAJE news



Start-up on prevention in Romania

Eco-Rom Ambalaje had launched the prevention program in Romania by facilitating a dialogue between major companies and the most advanced countries in the field, as part of the Green Dot and Pro Europe.

The discussions were focused first on policies. As the Framework Directive will be transposed soon in Romania, Joachim Quoden made an up-date on European Union legislation and enforcement. One of the most important steps identified in a report organized by the DG Environment in 2009 is currently into practice and referring at preparing the Guidelines on Waste Prevention Programs. The Guidelines are intended to clarify important concepts in waste prevention for national, regional and local authorities and direct users to the most suitable waste prevention options for a given type of waste. The Guidelines will also suggest a framework to help national authorities develop national Waste Prevention Programmes.

The Romanian central authorities stressed the plans on prevention and announced that their intention to organize an interdisciplinary working group on waste and prevention will be one of the major topics.

The practical steps for companies and industry were discussed starting from an overview of the initiatives at the European level presented by Pro Europe. Most the countries developed various tools to disseminate the best companies prevention measures, among which newsletter, catalogues and web sites were mentioned. Many countries developed training sessions targeting companies but also universities and some developed eco-design tools dedicated to companies in order optimize their packaging and as well as the design optimizing its recyclability.

Comprehensive national models were presented by our colleagues from Fost Plus and Ecoembes. Their experience reveals the fact that nowadays industry is facing not only pressures of the crisis situation but also **the environmental challenges**. **“Climate change is now a political and business reality”** mentioned **Ester Colino Caro**, head of prevention Department of EcoEmbes, which practically means more regulation and set up price for environmental impact of products and services. Green washing is history if companies want to be competitive. Innovation along the supply chain will be needed to make a better product at lower costs which brought the discussions on the consumers and their needs, understanding and behaviors that the companies needs and had to be taken in consideration.

Both organizations emphasized the effort in collecting data in order to promote the best practices and efforts of the industry which open a useful dialogue with the Romanian participants and steps to be taken by Eco-Rom Ambalaje in order to support the prevention measures of the industry.





Sociedade Ponto Verde helps draft white paper on green procurement: Procurement processes pay increasing attention to environmental criteria

Last February, Sociedade Ponto Verde (SPV) organised a seminar to help place Portugal at the forefront of European countries in reducing the environmental impact of the **public administration's purchases of products and services.**

One of the main purposes of this event was to draw conclusions and make proposals that will be published in a white paper. This compilation of ideas may be able to help the public administration and private companies to make strategic decisions at national and international level, while taking account of the principles of Green Procurement, i.e. looking for goods, products or services with a low impact throughout their life cycle.

Today, the EU countries' authorities spend 16% of their gross domestic product on goods and services. Most of this expenditure is in sectors with a major environmental impact, such as transports.

"The national ecological procurement strategy, in terms of including ecological issues, is in line with European Union strategies," said Dulce Pássaro, Minister of **the Environment at the "Green Procurement - Building new futures"**, the seminar organised by SPV at Fundação Oriente Museum in Lisbon.

The minister recalled that green procurement took account of the main concerns of European Union environmental policy and drew attention to the need for efficient management of resources, something that was not only the state's role. "Large contracts and private works must also include environmental analyses," she added. The minister also praised the contribution **made by SPV's initiative to the issue of green procurement.**

During her speech, Ms. Pássaro also mentioned the importance of regarding recycled materials as being of sufficient quality to produce goods of the same quality. "There is room for technical and scientific advancement in this area".

There are increasingly good examples in procurement processes in Portugal. Paulo Magina, Chairman of the Board of Agência Nacional de Compras Públicas (ANCP), gave a positive summary of the Portuguese strategy for ecological public procurement for 2008-2010. "The targets were exceeded by 57 per cent of the value of goods and services purchased on the basis of environmental criteria," he pointed out in his speech.

"After this meeting, we do not only want to generate discussion but also and mainly to write a white paper, which may be a help in Portugal when the public administration and private companies are making strategic decisions, considering the principles of green procurement", said António Barahona **d'Almeida, Chairman of the Board of Directors of SPV.** "This is how we want to contribute to greater use of products made from secondary raw materials and to introduce more environmental criteria in procurement procedures," he added.



Using ecological public contracts therefore means making the award of contracts more efficient, as the purchasing power of the public sector can be used to introduce environmental benefits at local and global level. This will enable Portugal to meet European environmental goals. Using this purchasing power (around two billion euros in Europe) to buy ecological products and services will generate great economic, environmental and social benefits.

Sociedade Ponto Verde sends 667,000 tonnes of packaging waste for recycling

The quantities of packaging waste taken back and sent for recycling grew once again in 2010, and SPV managed to meet the overall recycling target set for 2011, plus the individual targets for all types of materials except glass, a year ahead of schedule.

In 2010, the quantity of used packaging sent for recycling grew against the previous year yet again, in spite of the current social and economic situation. SPV took back 667,000 tonnes of packaging waste, which was 11% more than in 2009, thereby keeping up the ongoing growth trend since the company was set up 15 years ago.

As a result, Sociedade Ponto Verde (SPV) has met its overall recycling target for 2011, as set out in its licence. SPV had been given the challenge of recycling 55% of the quantities declared by its packers and was able to end 2010 at above 59%. Now the challenge for 2011 is to increase the recycling rate for glass packaging, the only material that has fallen short of its target.

Paper and cardboard, wood and plastic and metal met the targets set in SPV's licence in 2010. Concerning glass, for which recycling grew 6% against 2009, the rate is still below its target (which is 60%).

Where the other materials were concerned, 65,080 tonnes of plastic were taken back (+4.7%), 46,244 tonnes of metal (steel and aluminium) (+20.1%) and 6,094 tonnes of beverage cartons (+14%).

	2010	2009	Comparison 2010/09 (%)
Glass	191,681	181,127	6
Paper/ Cardboard	318,457	286,488	11
Plastic	65,080	62,015	4.7
Beverage car- tons	6,094	5,327	14
Steel	44,777	35,657	26
Aluminium	1467	1,287	14
Wood	40,307	28,732	40
Total	667,863	600,633	11

Table: PW take-backs (in tonnes) from January to December 2010 and 2009

In absolute terms, paper and cardboard were the material recycled most in Portugal (318,457 tonnes), which is 11 percent up on 2009, followed by glass (191,681 tonnes) at 6 percent more. In relative terms, the take-back of used wood packaging was the one that grew most against 2009 (up 40 percent) and totalled 40,307 tonnes. Steel was the material with the second highest growth in 2010 and reached 44,777 tonnes, having increased by 26 percent.



GreenPak news



Companies participating in a Packaging Recovery Scheme exempted from eco-tax

During the latter half of 2010 the Maltese Government published the long-awaited legislation which states that members of a compliance scheme are to be exempt from paying eco-contribution on certain packaging.

The Maltese Government had during 2004 introduced an eco-contribution on many products with the aim of encouraging producers and importers to take responsibility of the environmental impact of the waste they generate. Many were skeptical about its potential to safeguard the environment and saw this as just an additional tax. Over the years the eco-contribution was the source of much debate.



During January GreenPak held an information meeting at the Malta Chamber of Commerce, Enterprise & Industry to explain these important changes. The event was open to all Maltese organizations trading in packaged goods.

GreenPak members are now waiting to be refunded money which has been paid on eco-tax since 2004.

GreenPak presents major hotel with Recycling Award

Another of Malta's major hotels, the Hotel Phoenicia Malta joined GreenPak's Hotel Waste Recovery Scheme. The Hotel has been a member of GreenPak since October 2010 and in its first quarter of implementation, already managed to recover 3.6 tonnes of cardboard and paper and 4.5 tonnes of glass. **In recognition of the hotel staff's** commendable effort, Senior Manager of GreenPak, Mrs. Denise Vassallo presented the GreenPak "Committed to Recycle" Certificate to Ing. Anthony Saliba, Chief Engineer of Hotel Phoenicia Malta.



Furthermore, GreenPak conducted a presentation on sustainable tourism to the **hotel's senior management team to highlight** the key role that the hospitality industry plays in both impacting and preserving **Malta's environment for touristic and local** cultures.

Waste Recovery is a win-win situation for businesses such as the Hotel Phoenicia Malta. The importance of environmental sustainability in hotel business practices is clearly reflected in fee savings generated through diverting waste from landfill.



REPAK news



Irish Waste Policy uncertain and threat of Government Packaging Tax Threat

While the Programme for the new Irish Government, which will shape public policy for the coming years, has been finalized, there remain a number of significant items which could have considerable impact on Repak members.

Policy measures which were set out by the outgoing Minister for the Environment and were contained in the Draft Statement of Waste Policy published last year proposes to set very high targets for increased recycling - a 75% target to be achieved by 2013 - with the full cost to be borne by Irish industry under the producer responsibility model. If implemented, those measures would involve significantly higher costs for Repak members. The proposals are still under consideration by the Department of the Environment, and may be activated by the incoming Irish Government.

The new Programme for National Recovery 2011 agreed between Fine Gael and Labour contains proposals to introduce packaging taxes (as apply in some other EU countries). We have not seen any details or elaboration of these schemes or programmes, except that, according to the earlier political manifestos,

they are intended to raise €60 million euro a year - more than twice the amount which Irish businesses already pay in Repak fees.

Repak has not been consulted to-date regarding the introduction of these levies. However, our belief is that these monies would not be ring-fenced for recycling or other environmental purposes, but are paid directly to the exchequer. In that likelihood, Irish industry could be required to pay substantially more in respect of packaging placed on the market.

Repak has already made direct contact at senior political level with the incoming Government to express serious concerns on the introduction of such measures and their potential effect on the funding of recycling. I am aware also that leading business representative organisations have been taking to highlight their concerns through the political lobbying system.

Repak's concern is to ensure that the funding of recycling remains proportionate and is not adversely affected by any other financial measures which may be counter-productive.

Irish EPA Record 69.9% Packaging Recovery

The recently published Irish Environmental Protection Agency (EPA) waste database report shows a recovery rate of 69.9% for packaging waste based on a total 680,000 tonnes recovered in 2009 in Ireland. While Repak welcome this high rate we would caution that this figure represents as noted in the EPA **database a "one off bounce" due to the stockpiling of material by recyclers as a result of the market collapse at the end of 2008.**

In 2009 Repak recovered a total of 644,000 tonnes versus the EPA reported figure of 680,000 tonnes; a difference of 35,000 tonnes.

Excluding these potential 2008 tonnes from 2009, Repak believe the recovery rate is closer to circa 65-67%.

The EU target year for packaging recovery for 2011 is 60% and 55% recycling overall for Ireland, with individual minimum recycling targets per material type ranging from 60% for glass to 22.5% for plastic. Repak are confident despite the current low landfill **prices (between €50-€60 tonnes including landfill levy)** that we will continue to meet the national targets in 2011 as stipulated in our approval under the current regulations.

The North American corner

The U.S. Environmental Protection Agency (EPA) is sponsoring a dialogue process for state and local government entities, brand owners, and NGOs to discuss options for sustainable financing and optimal performance of municipal systems for recycling of post-consumer packaging and printed materials. Thirty-two packaging industry, state, retailer and product stewardship representatives are participating in this process. Two working groups have been established to focus specifically on identifying:

- opportunities to improve the performance of the existing system for recycling post-consumer packaging material at the municipal level.
- the advantages and disadvantages of various strategies including Extended Producer Responsibility (EPR) for financing the recycling of post-consumer packaging material at the municipal level.

The group has received presentations from experts across North America and Europe, including from Pro Europe members ARA, FOST Plus and StewardEdge.



Local government participants are reported to have described the US municipal recycling system as "broken" and in need of funding and more engagement from the producers of products that result in waste. Many of the industry representatives are reported to be strongly opposed to highlighting EPR as the preferred strategy for addressing the problem at this time.

With US EPA facing significant budget cuts the dialogue in its current form will not likely continue beyond the four meetings agreed at the beginning of this process. However, other organizations including the Sustainable Packaging Coalition have voiced their interest in potentially carrying forward some of the outcomes from the two working groups.

Leading U.S. Corporations Forming Environment-focused Packaging Organization AMERIPEN

New Industry Organization to Advocate for Environmentally and Economically Sound Packaging Policy Improvements.

EAST LANSING, MI, MARCH 7, 2011 - Leading U.S. corporations announced today they are taking steps to create a new packaging trade organization. AMERIPEN will engage on public policies impacting the packaging value chain on topics related to packaging and the environment, and will represent the interests of the industry which includes raw

material producers, packaging manufacturers, packaging users and fillers, retailers and material recovery organizations.

Corporate founders include The Coca-Cola Company, Colgate-Palmolive, ConAgra Foods, The Dow Chemical Co., DuPont Packaging & Industrial Polymers, Kellogg Company, MeadWestvaco (MWW), Procter & Gamble, Sealed Air Corporation and Tetra Pak Inc.



Modeled after EUROPEN and INCPEN, the European and British counterparts, respectively, AMERIPEN will advocate packaging policy developments in North America focusing on measures that are environmentally and economically sound, as well as socially responsible. AMERIPEN, with a material neutral approach, will encourage science-based decision-making on sustainable packaging initiatives and provide a point-of-view and guidance to policy makers and thought leaders on the value and role of packaging.

“AMERIPEN will further enhance the packaging value chain’s commitment to continuously improving its sustainability profile and reducing packaging waste,” said Joan Pierce, AMERIPEN President. “The organization will play an instrumental role in conveying this message to opinion leaders in North America and ensuring that participants in the packaging value chain have maximum scope to innovate, compete and operate in a resource-efficient way.”

“Today, the complexity of environmental issues confronting packaging is greater than ever. Having a voice to represent common industry views of these matters and help shape public policy is an absolute essential.

In Europe our experience with such an approach over more than 20 years has been positive and productive for industry. EUROPEN welcomes the formation of AMERIPEN, congratulates those who have led this initiative and recommends membership **to every packaging value chain member,”** said Julian Carroll, Managing Director of EUROPEN.

“With the emergence of extended producer responsibility and other potential packaging legislation in the coming years, this is a critical time for our industry to offer a compelling voice,” said Gail Tavill, AMERIPEN Vice-President. “We’re committed to providing necessary expertise and insight to ensure sustainable management of packaging throughout its life cycle.”

AMERIPEN will engage with thought leaders in the packaging industry including trade associations, academic institutions, NGOs and government agencies to facilitate relevant research and identify key data and **standards to advance AMERIPEN’S mission.**