



PRO Europe

Packaging Recovery Organisation Europe

**Extended Producer Responsibility
schemes for packaging – case studies
in Europe**

Goals of the European Packaging and Packaging Waste Directive

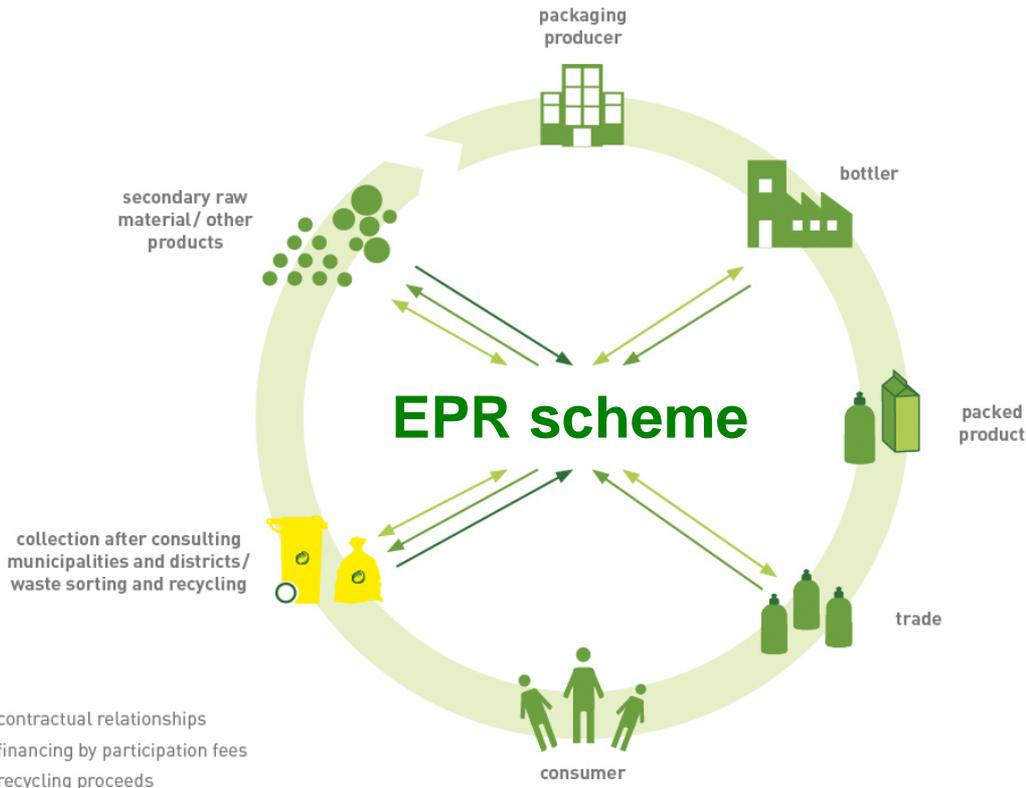
- To avoid or reduce the impact of packaging waste on the environment
- To harmonize national regulations regarding packaging & packaging waste management in the EU-countries
- To guarantee the functioning of the internal market
- **BUT, total freedom for Member States how to reach the targets!**
So, there is not ONE model solution to apply around the Union!

How it started: EPR in Packaging in Europe

Germany's Packaging Ordinance 1991

- **Political Objective**: Reduction of landfill volume, Internalisation of external costs for packaging recovery
- **Alternatives**: Packaging tax **or** a system based on Extended Producer Responsibility (EPR)
- **Consensus**: Government and obliged companies from retail and industry agree on industry-run organisation based on EPR principles
- **Business Model**: 100 % full-cost, non-profit, owned by obliged industry
- **“Der Grüne Punkt” Duales System Deutschland GmbH began operations as the first EPR scheme for packaging in July 1991**

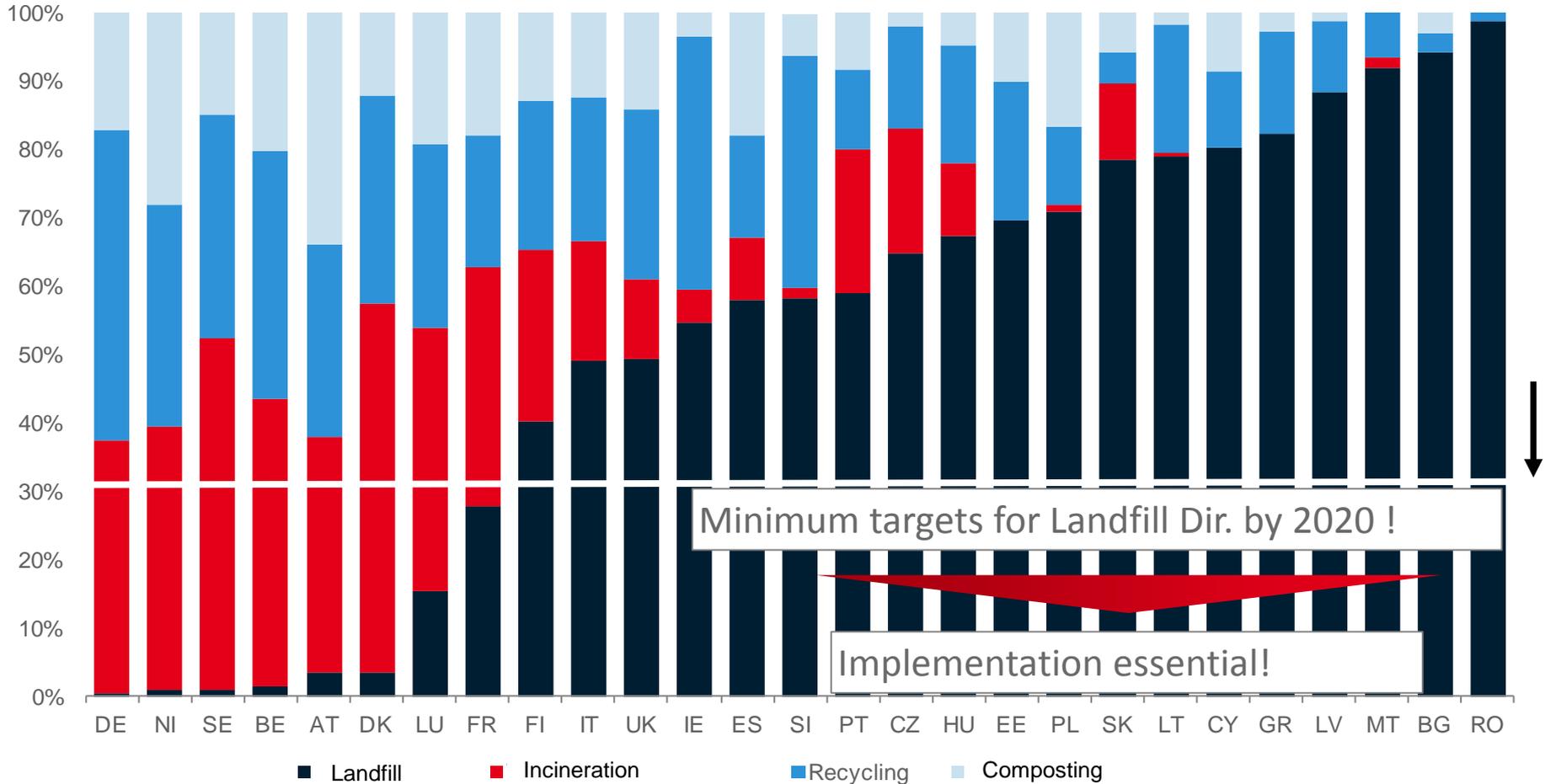
Operating principle of an EPR scheme



source: Duales System Deutschland GmbH, status: May 2009

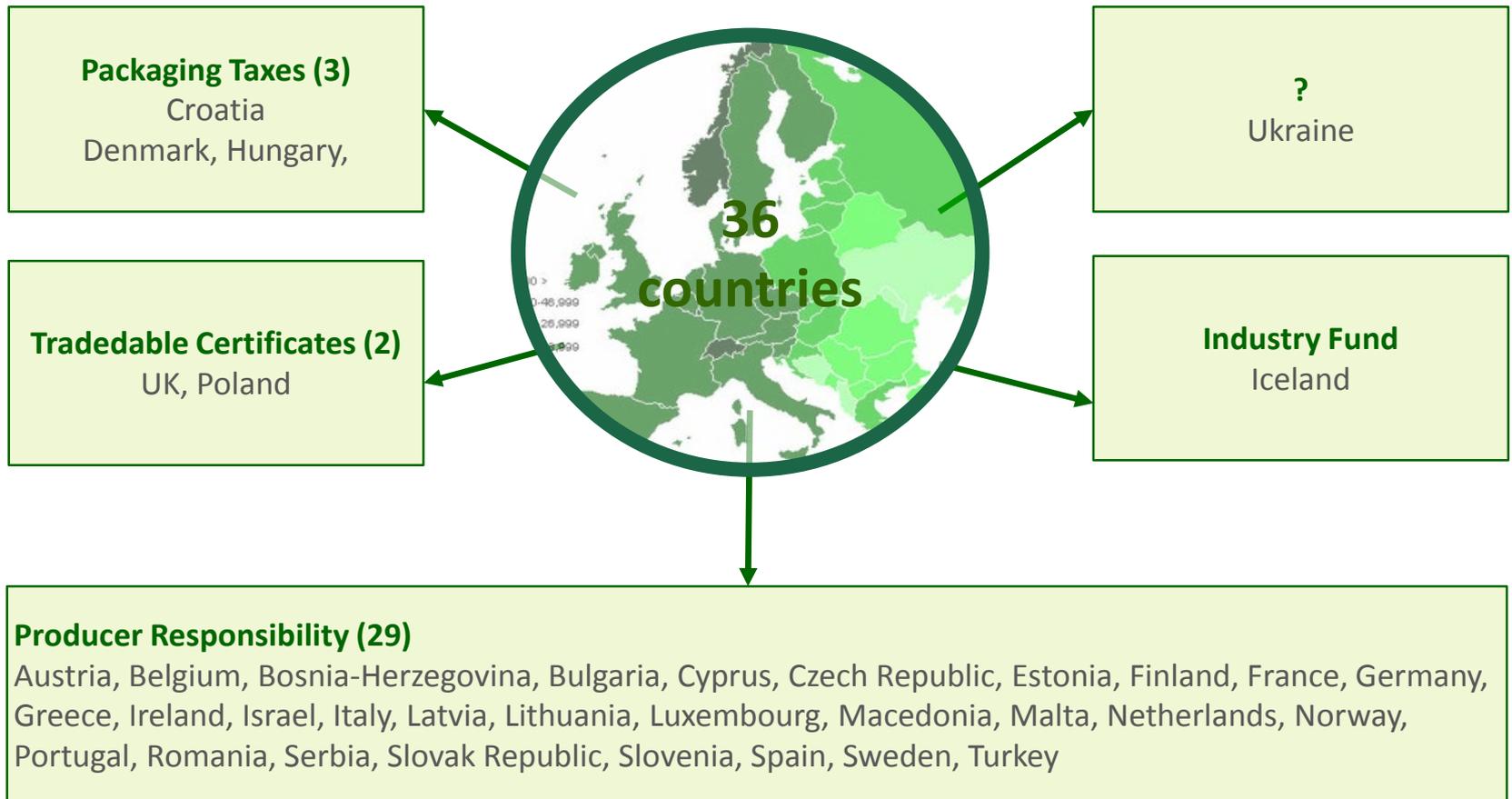
- **Regulatory framework** defines obligation and responsible stakeholders
- **Stakeholders** set up scheme:
 - **Coordination** of collection, sorting and recycling services (through tender)
 - **Full or shared** responsibility for cost for collection, sorting, recycling
 - **Nationwide** coverage
 - Fulfilment of European/national **recycling targets**
 - Focus on **households/ all** packaging
 - **Single/multiple** schemes

Treatment of domestic waste in Europe (2012)



*: including fermentation processes and mechanical-biological treatment (among others, for mixed waste)

Packaging Legislation in Europe today „E unus, plurimum“



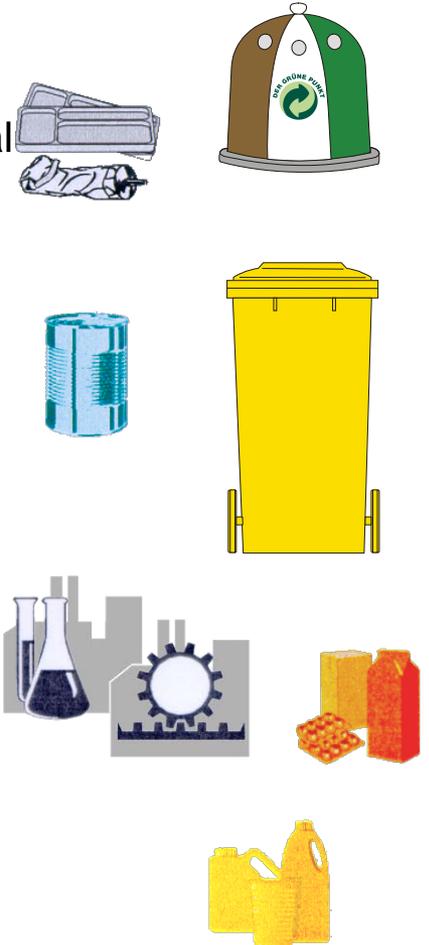
Is there a „perfect“ model for EPR implementation?

Various implementation models for EPR:

- **Full responsibility (operational):** obliged industry 100 % in charge of financing and operation of collection, sorting, recycling/recovery, organized through Packaging Recovery Organizations
- **Shared responsibility (financial):** Obligated industry subsidizes municipalities' activities in separate collection and recovery of packaging waste (cost share 50-80 %)
- **Certificate trading:** Obligated industry finances recovery/recycling by buying openly traded „recovery notes“ issued by recyclers. Organized through „brokers“, no direct connection between industry, municipalities, etc.
- **Not our definition of EPR:**
 - **Government packaging fee/tax:** penalty on packaging material, no requirement to be used for recovery/recycling, no influence on improving recycling rates
 - **Deposits:** mostly on beverage packaging, collection rates influenced by level of deposit – can negatively impact the rollout of comprehensive packaging recycling!

How to make EPR work - Critical factors

- ✓ **Legislation** – involve relevant stakeholders early
- ✓ **Level of control** – Full vs. Shared responsibility, operational or financial
- ✓ **Landfill ban** for recyclable materials?
- ✓ Avoid **parallel structures** – household collection together with deposit usually not effective/efficient
- ✓ **Convenience** for the consumer – kerbside collection, not too many restrictions on collected materials
- ✓ **Collection** influences market value of materials
- ✓ **Dynamic Rollout** – ambitious recycling targets, early investment
- ✓ **Capacity and investment planning** for recycling, sorting, energy recovery on national and international level



Challenges at EU and national level

- **Significant differences in country performance** (e.g. span from just above 10% to almost 90% in recycling quotas in 2015).
- **Significant variance in implementation** of, and compliance with, EU waste legislation.
- Fight against **Food Waste** has to be taken into account when designing packaging
- **Deposit and/or packaging tax** seen as „quick and easy“ political tools, but do NOT solve the general packaging waste challenge
- Fight against **marine debris** and its sources is increasing on the worldwide agenda
- Separate collection and **50% recycling of ALL household waste** from 2020 will be obligatory (Waste Framework Directive)

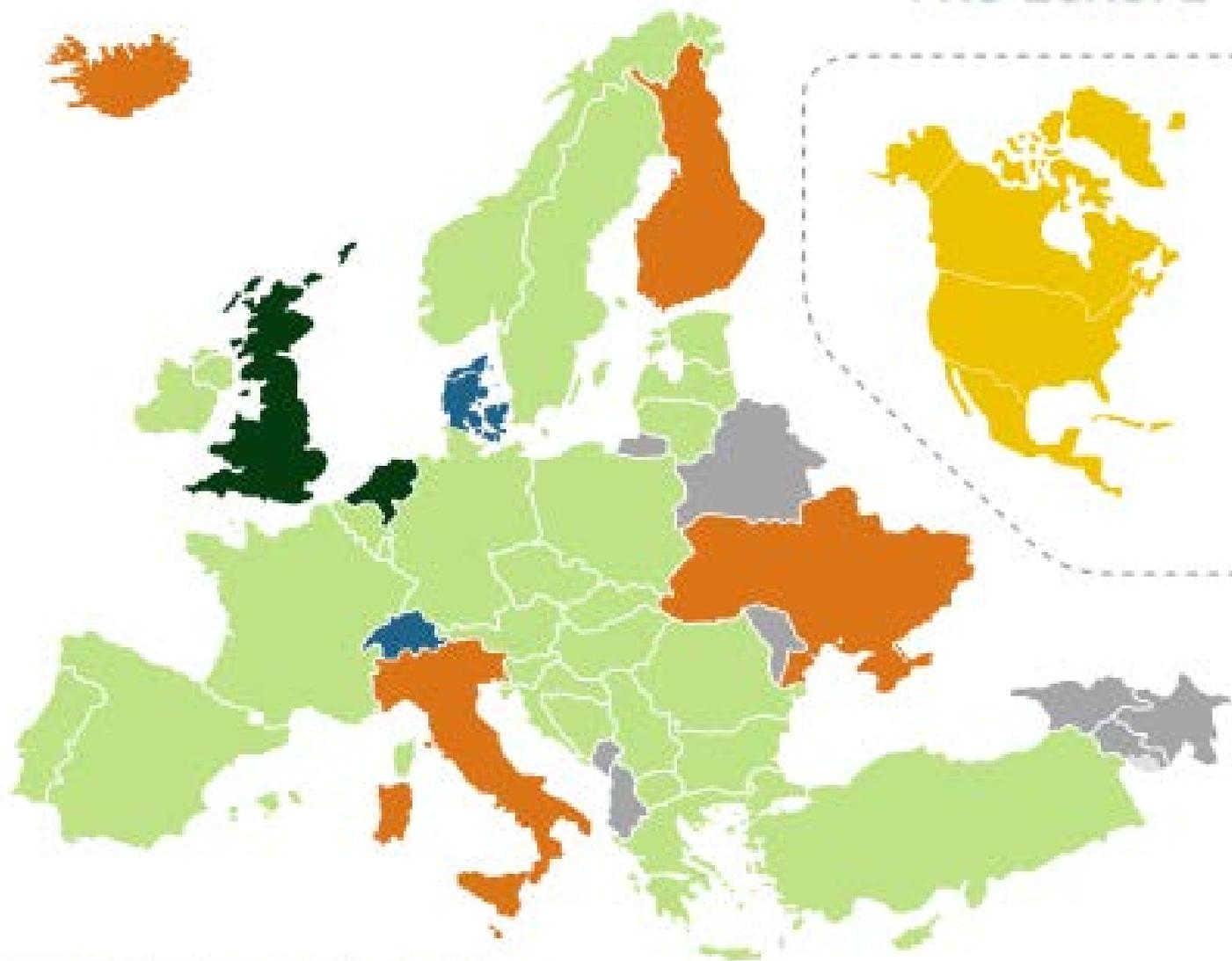
PRO EUROPE Facts and Figures

- **31** compliance schemes active **in 31 countries** in 2013 of which 29 use the Green Dot as a financing symbol
- About **150,000 companies** are contributing licensees / members of the PRO EUROPE member systems
- About **400 million inhabitants** have access to separate packaging collection financed by PRO EUROPE member systems
- About **30,000,000 tons of packaging** per year are recovered by PRO EUROPE member systems
- More than **3,000,000 tons of plastic packaging** per year are recycled by PRO EUROPE member systems
- More than **24 million tons of CO² equivalent** per year are saved by the work of PRO EUROPE member systems

The Green Dot trademark

- Owned by Der Grüne Punkt Duales System Deutschland GmbH since 1990
- European licensing overseen by Pro Europe
- World's most used trademark – 150,000+ licensed companies
- > 400bn products labelled with it annually
- Usually represents financing of end of life treatment of sales packaging through membership of an approved packaging recovery organization (PRO)
- Licenses required in all countries





-  Countries that participate in the Green Dot program
-  Countries with PRO EUROPE member packaging recovery organizations, but no use of the Green Dot as financing symbol
-  Country with packaging recovery organization but no PRO EUROPE member
-  Country with no producer responsibility
-  Countries with Green Dot Trademark Protection, but not PRO EUROPE member