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## Editorial

Dear readers,

Welcome to our Spring 2010 edition of PRO EUROPE Newsletter! Once again, great contributions from our members, a number of interesting EU developments and some very positive news about PRO EUROPE activities make for this edition to be – hopefully – as pleasant as is the return of spring, with longer and sunnier days and a generally improved mood all around us!

As an ever-evolving instrument, the newsletter features for the first time a new section courtesy of our friends from StewardEdge: the *North-American corner*. This new section is intended to provide us with a regular update on key evolving issues in North America of interest to the majority of PRO E members.

Enjoy reading and do contribute with feedback and stories!

Kind regards,

Joachim Quoden  
Managing Director of PRO EUROPE

## At a glance...

Article 21 Committee addresses definition of packaging list

The Packaging and Packaging Waste Directive's article 21 Committee (technical adaptation committee) met on 15 February to address a number of pending issues. One of the key items on the agenda was the discussion on a set of guidelines (...)

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PRO EUROPE makes important contribution to European Packaging Waste Forum conference in Brussels

The European Packaging Waste Forum conference was held in Brussels on 17-18 March. The annual AGRA event once again featured an impressive line-up of institutional and industry speakers. (...)

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Is a better outlook possible for the upcoming PRO EUROPE Congress?

We are just entering the last six month countdown towards our upcoming Congress, Green Dot 2010: Green Economy in Action. Steady progresses have been made on many fronts since we last updated you in these very columns. (...)

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EPR Legislation Gaining Traction in the USA

U.S. states have recently experienced a rapid expansion in the adoption of EPR programs and in the introduction of legislation. In 2006, only fifteen states had any kind of EPR legislation in place; since then, sixteen additional states have adopted this framework for one or more material management programs. (...)

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## EU POLICY DEVELOPMENTS

### European Commission led to launch study into possible European refund system for aluminium beverage cans

The European Commission is about to launch a **pilot study on a European "refund" or deposit system for metal beverage cans**. An open call for tender will shortly be issued for the performance of a study on ways to set EU standards for harmonising steel and metal can refund schemes across Europe.

The initiative for such project was not the Commission's but the Parliament's. Under the general budget of the European Communities, the European Parliament is allowed to ask for studies to be funded on a series of issues of relevance. Danish liberal **MEP Anne Jensen** has requested for the European Commission to make a study assessing the opportunity to launch a pilot project on a *European refund system for aluminium beverage cans* that has been accepted.

The initiative originates from a **Danish-German trans-border issue** whereby Danish consumers come to buy alcohol in Germany to avoid the Danish alcohol deposit premium. The problem is that these cans do not fall in either the German or Danish deposit schemes and are therefore not collected as they should.

The initiative has been criticised from several sides including ours. Pro Europe's

General Manager Joachim Quoden notably raised with the Commission that failing to include other packaging materials the project's scope was too limited. The Commission packaging officer agreed and furthermore regretted that the project's binding timeframe (the project should start by the end of the year) would necessarily translate into further delays to the publication of the long awaited guidance document on packaging definitions initially scheduled for after the summer break.

PRO EUROPE met with the MEP from whom the initiative originated and was able to successfully put forward its position against systems such as the deposit mechanisms, which target only a small portion of a given waste stream. **The MEP later admitted that recovery systems might be better than deposit systems** and that the choice of deposit system in Denmark was perhaps ideological and cultural rather than practical. "There are many ways that you can do this - right from a common deposit system, which I don't believe in, to recovery systems which many claim are the most efficient. I really don't care; I just don't want to see the cans in nature.", the MEP concluded.

### Article 21 Committee addresses definition of packaging list in its latest meeting (15 February 2010)

The Packaging and Packaging Waste Directive's article 21 Committee (technical adaptation committee) met on 15 February to address a number of pending issues. One of the key items on the agenda was the discussion on a **set of guidelines to harmonise the interpretation of the definition of packaging** and address discrepancies in the interpretation of the criteria for the definition of packaging (Annex I of the Directive, which also provides the list of illustrative examples for

what is considered packaging and what is not).

The Commission informed Member States that **a non-legally-binding guidance document was preferred** to a more constraining and time-intensive revision of the relevant provisions in the PWD via co-decision.

This guidance document will be based on the criteria of Article 3 (1) of the PWD, the interpretation of the Commission's legal services and that of the Member States. It will provide interpretation on a

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number of controversial items as discussed among Member States in previous meetings.

The Commission argues that although the guidance document as such is not legally binding, the interpretation of the illustrative examples is based on the legally binding criteria of Article 3 (1), which **de facto makes the guidance document a valid element for taking legal action against Member States** departing from the inter-

pretation expressed in the document. The European Court of Justice would in last resort pronounce itself on the validity of a Member state's interpretation.

The guidance document should have been drafted in the coming months, but the upcoming study on a European refund system for aluminium beverage cans is likely to delay the process (see previous story). This guidance document will undergo inter-service consultation and be adopted by the Commission before being published.

## Article 21 Committee discusses study on essential requirements and CEN standards

The study on essential requirements that had been Commissioned by the European Commission last year has been presented by the consultants to Member states during the last meeting of the article 21 Committee (15 February 2010).

In the ensuing discussions, **most Member States supported more enforceable provisions** that can be controlled in practice. Some Member States viewed the requirement for packaging minimisation as too general and difficult to enforce. The **"consumer acceptance" criterion** was identified by several delegations as the main obstacle to the enforcement of the

packaging minimization requirement. The **CEN standards were perceived by most delegations as a good starting point** but needing further improvement in the future. One delegation asked if a new Commission mandate could be issued in order to revise the CEN standards. This option will be looked into by Member states.

The Commission will now thoroughly analyze its conclusions and discuss with the Member States and other stakeholders on possible ways forward. In the framework of the analysis, an assessment of the results triggered by the Essential Requirements could be envisaged.

## End-of-waste criteria work progresses with first draft Regulation on metal scrap discussed at TAC meeting

The last TAC meeting took place on 4-5 March 2010. During the meeting, a **working paper (pre-draft) on EoW criteria for metal scrap** was presented and discussed. Other EoW criteria (glass and paper) were also discussed but without working paper. The Commission is currently collecting Member states feedback on metal scrap EoW criteria in view of incorporating them in a consolidated draft. It is still unclear whether adoption will take place at a forthcoming TAC meeting or via written procedure. The date for the following TAC meeting has not been confirmed yet but is likely to be on 21 June or 16 September.

The applicable procedure is the regulatory procedure with scrutiny, which lets Parliament and Council a period of three months to endorse, invalidate or ask modification to the TAC/Commission deci-

sion. It is however complicated by the fact that **end-of-waste criteria will be subject to WTO notification**. The first series of EoW criteria could be finalised by mid-2010. As for plastics and textiles waste streams, they have not been examined yet because they are more complicated. EoW criteria for these should nevertheless be ready end of 2010, beginning of 2011.

The latest TAC meeting was also the occasion to discuss other possible EoW criteria in the future. **Fuels derived from waste** were specifically looked into as several Member states have notified national end-of-waste criteria for these. The Commission indicated that it had no clear intention in this respect at the moment but would conduct a **preliminary study in 2010** to inquire whether or not fuels de-

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rived from certain waste streams were suitable for the development of end-of-waste criteria in line with the WFD's ob-

jectives and legal conditions of Article 6 (1) WFD. Acknowledging the need for further discussion, the Commission invited Member states to submit comments and proposals by the end of April 2010.

## Environment Commissioner outlines mandate's priorities and roadmap approach, stressing resource efficiency as key

Environment Commissioner Janez Potočnik was received in the European Parliament's Environment Committee on 6 April for an exchange of views with MEPs on his **vision for environmental policy and how he intends to put it into practice** during his mandate.

With less than three months having passed since he last visited the EP environment Committee for his hearing as Commissioner Designate, one could argue that Janez Potočnik has not lost any of the good will credit earned with MEPs then. After the Commissioner's introductory remarks, about 25 MEPs lined up on the speakers list. Somehow surprisingly and largely due to the exceptional length of the speakers list, most of the session's time was devoted to MEPs' questions and comments while the Commissioner was left with little more than 15 minutes to answer as many as he could.

In his introductory remarks, Janez Potočnik recalled his **three guiding objectives** and outlined the **priority issues** he would be focusing on in the first three years of his mandate, following a 'roadmap approach'. He notably explained that the *Europe 2020* strategy, as the successor to the Lisbon growth and jobs strategy, rightly integrates explicitly environmental concerns into economic policy, thus reflecting European citizens expectation for growth and jobs within a healthy and sustainable environment; achieving this will require radical changes to our production and consumption patterns. He recalled the three guiding objectives he had already announced during his previous hearing:

- Strengthening the resilience of our ecosystems and halting the loss of **biodiversity**,
- Making the EU more **resource efficient**, and
- Making sure we **implement** environmental legislation effectively.

He then outlined his work roadmap for the next three years.

For 2010, focus will be on both the **protection of Biodiversity and Eco-innovation**. On the later, he explained that a broader vision for green growth, using eco-innovation, is needed. He used waste as an example, stressing that it has now greater value than ever and that we need new ways of reducing it, using it, disposing of it and recycling it. "This means new business models - not just new recycling technologies", he emphasised. A new initiative will be developed this year to support the development of green technologies, services and new green business models, he announced.

For 2011, focus will be on **turning Europe into a resource-efficient economy**. In this context, in addition to existing instruments, The Commissioner intends to gather support for and agreement on an umbrella initiative which will cover the following objectives:

- to advance more sustainable **consumption and production patterns**,
- to adjust **relative prices** to reflect the true value of our resources,
- to **increase demand** for green products and technologies through public procurement,
- to better understand the **ecological footprints** of products throughout their 'life',
- to further **substitute the worst performing products** on the market, and,
- to **exploit the potential of waste and recycling** policy; a source of secondary raw material and a replacement for natural resources.

For 2012, focus will be on **Water and proper and effective implementation** of existing instruments.

This policy speech left no doubt about the importance the Commissioner sees in resource-efficiency and waste recovery and recycling as key contributors to the shift towards a green economy, revealing great concordance with PRO EUROPE's position and a perfect match with the upcoming PRO EUROPE Congress theme *Green Economy in action!*





## PRO EUROPE news

### Is a better outlook possible for the upcoming PRO EUROPE Congress?

#### Green Dot 2010: Green Economy in Action

We are just entering the last six month countdown towards our upcoming Congress, *Green Dot 2010: Green Economy in Action*. Steady progresses have been made on many fronts since we last updated you in these very columns.

The **Congress Working Group** last met at the beginning of March and dedicated a large part of its session's efforts to fine-tune the programme and targeted speakers list. As a result of this collective work, the programme is now as close to final as can be (taking into account the unavoidable adaptation to last-minute cancelations).

Not only has the programme been finalised, virtually all targeted speakers have been invited already. We are also very pleased to say that **most of the invited speakers have already confirmed their participation**. This is a very encouraging sign that the Congress's programme resonates very well with and is relevant to the agendas of both our industry partners and policy- and decision-makers, be it at national or EU/international level.

We would also like to share with you another cause for great satisfaction: we have just obtained for the Congress the **high patronage of Mr. Janez Potocnik, the EU Commissioner for the Environment**, and have good hopes that he will be present and deliver opening remarks on the first day of the Congress. With resource efficiency one of the three guiding principles of his five-year mandate, the EU Commissioner is sending a strong signal to our industry that we have a great role to play in achieving the shift towards a Green Economy. Joke Schauvliege, the Belgian Environment Minister and Chair of the Environment Council during the upcoming Belgian

Presidency of the EU, has also accepted to deliver opening remarks at the Congress. We are also seeking the **patronage of the Belgian Presidency of the EU** for the Congress and hope to get a positive answer on this front soon.

Another great development is that the **PRO EUROPE Congress website** is now live. A wealth of information, including a detailed programme with session descriptions, and a lot of practical information is already available. The website's content will be enriched with further content, such as speakers' information and registration functionality in the coming weeks and months, so watch [this space!](#)

Last but not least, the cooperation with our friends from EUROPEN has been and is being excellent on the co-organisation of the **pre-congress seminar *Packaging 2020: Cradle to Cradle Management***. The programme has also been finalised and most speakers are already confirmed. We have received very positive feedback already and a great number of people have expressed their interest in participating. More details about the seminar can be found on the PRO EUROPE Congress website [here](#).

No doubt there is still a lot of work ahead of us, but the achievements so far are very encouraging and our expectations for the Congress to be a true success are very high! But at the end of the day, success will be measured by participation, so **we count on our members to come to Brussels and bring along a fair amount of enthusiastic people in their delegations**. In this respect, we would definitely encourage our members to start forming their delegations now if they have not done so yet. Online registration will soon be available on the website. Travelling and accommodation arrangements also need to be planned early....and places to the Congress are limited. Don't take chances!

## PRO EUROPE makes important contribution to European Packaging Waste Forum conference in Brussels

Each year, the AGRA-organised conference focusing on the packaging and packaging waste sector gathers many of our colleagues and friends from the industry, but also policy-makers, NGOs and other “stakeholders”. At this year’s edition, several colleagues from member organisations participated to the event, be it as speakers or simple participants, and our Managing Director Joachim Quoden moderated the second day, which made PRO EUROPE’s contribution to the event a particularly important one.



The European Packaging Waste Forum conference was held in Brussels on 17-18 March. The annual AGRA event once again featured an impressive line-up of institutional and industry speakers. The two-day event was well attended and took place in a very informal and friendly atmosphere.

From the European Commission, the new policy officer responsible for packaging and packaging waste, **Diana Oancea** (DG Environment, Unit C2, Sustainable production and consumption) updated participants with the latest developments on packaging policy. From the same unit, her colleague **Andreas Versmann** gave an overview of ongoing activities in the implementation of the Waste Framework Directive for which he is responsible. **Yiannos Talias**, legal officer in the Free movement of goods unit of DG Enterprise contributed with a presentation on the internal market and tackling the trade barriers for drinks packaging.

Other institutional speakers included Welsh **MEP Jill Evans**, who shared her views on a possible European Waste Agency, **Stina Wallström** from the SIS Swedish Standards Institute who talked about the development of global environmental performance standards for packaging, **Thomas Schmid-Unterseh** from the German Federal Ministry of Environment on the latest on mandatory deposit scheme in Germany, and **Judicaelle Hammond**, head of the packaging policy and recycling markets unit at the Department of Environment, Food and Rural Affairs (Defra) who shared the UK’s experience on a ten-year strategy for packaging and how to improve materials’ recyclability.

From industry, speakers included **Cees van Dongen** of Coca-Cola Europe who shared his perspective on the future of packaging and packaging waste policy, **John Swift**, Director of Regulatory Affairs at SCA, and also EUROPE Chair who presented on Definitions and Common Metrics on Packaging and Sustainability, **Erica Mink** from Tetra Pak on current industry trend towards self regulation, **Chris Dow** from Closed Loop Recycling UK, who produced an eloquent performance on how to increase the sustainability of plastic packaging, and Danone’s **Philippe Diercxsens** who addressed France’s controversial environmental information system and its expected consequences for packaging.

Associations, local authorities and NGOs were also represented with Euro Coop Secretary General **Rodrigo Gouveia** looking into the importance of the European food sustainable consumption and production (SCP) Round Table in developing a harmonised assessment method to measure food and packaging’s eco footprint, FEAD Secretary General **Nadine de Greef** examining the implementation of waste policy on business, **Jean Pierre Hannequart** from the Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+) exploring the role of local authorities, and EEB **Stephane Arditi** presenting an NGO view on packaging and waste.

PRO EUROPE and its members were particularly active during the conference. Fost Plus’s **Mik Van Gaever** presented on the future prospects of the secondary raw material markets and PRO EUROPE President **Henri Meiresonne** focusing on the green dot systems their key contribution, the room for improvement and key stakes. The second day was moderated by our Managing Director **Joachim Quoden**, who successfully drove the debate among speakers and participants and reinforced PRO EUROPE’s position as a key leading actor of the packaging and packaging waste debate.



## ARA awards its customers with climate certificates for saving 600,000 tons of CO2 equivalents in 2009

“Many of our customers just don’t know how much positive impact the separate collection and recovery of packaging waste has on the environment. By awarding ARA climate certificates, we want to raise awareness of this impact, while at the same time recognizing companies that contribute to climate protection by licensing their packaging waste with ARA”, says ARA CEO Christoph Scharff.



The climate certificates provide an added value to ARA’s clients: The companies have written proof of the specific reduction of CO2 equivalents

they achieved through recovering their packaging waste, and they can communicate these figures in their sustainability reports and PR activities.

### Positive environmental effects

The separate collection of packaging waste helps reduce CO2 emissions: Paper, plastic, glass, metal and wood packaging are recycled into secondary raw materials, and packaging waste is used as a secondary source of energy, thus saving fuel oil. These positive external environmental effects are slightly

diminished by the CO2 emissions generated by the collection vehicles, the thermal treatment and the resource consumption at the ARA office.

On balance, the separate collection and recovery of packaging waste in Austria cuts emissions by 600,000 tons of CO2 equivalents per year.

### Collection volumes remain high despite the economic crisis

In the crisis year 2009, Austrian households continued to collect large volumes of packaging waste: ARA’s overall performance edged down by just 0.2 % to 820,000 tons (of this, light-weight packaging accounted for 204,000 tons, metal for 41,000 tons, paper for 340,000 tons and glass for 214,000 tons).

## ARA Lecture with Robert F. Kennedy, Jr.

In cooperation with the Center for Sustainable Technology at the Vienna University of Technology, ARA launched the ARA lectures, a series of lectures by international experts on resource management and sustainable development.

Of the four lectures held so far, one was given by the scientist and adventurer Bertrand Piccard, who talked about his project Solar Impulse - Around the World in a Solar Airplane.

We are proud to announce that the 5th lecture, scheduled for 16 June 2010, will be given by the visionary environmental business leader and advocate Robert F.

Kennedy, Jr., author of the New York Times bestseller “Crimes Against Nature”.

The lecture can be followed via livestream on <http://www.aralectures.at>.



Bertrand Piccard (left) and ARA CEO Christoph Scharff (right)



## ARES advanced recycling solutions

With ARES, ARA set up a new subsidiary that offers tailor-made recycling solutions for industrial enterprises. ARES provides a wide range of services for professional waste management, drawing on ARA's long-term know-how.

Within the first six months of its existence, ARES established a collection and recovery system for Nespresso capsules in

Austria and developed a tailor-made waste management concept for the Austrian milk processing company Berglandmilch. The company's waste disposal had been organised locally at eight domestic production sites. ARES merged the different systems and now offers a one-stop solution for all of Berglandmilch's waste management issues.



## FOST PLUS news



### New interactive exhibit for youngsters

On 10 March Fost Plus launched a new interactive exhibit about recycling in Technopolis, a science park aimed at young people. The goal of the new exhibit is to make recycling more practical and to provide an insight into the processes that go on behind the scenes. With a combination of interactive animations and physical challenges, the exhibit takes the players via four stations through the different stages of the recycling chain, from collection to new raw materials.

Building awareness among young people about effective sorting of packaging waste is an important mission of Fost Plus. The partnership with Technopolis, the Flemish experimental centre for science and technology, is a concrete example of this.



Minister of Environment of Flanders Joke Schauvliege inaugurated the new exhibit, together with Henri Meiresonne, managing director of Fost Plus and Erik Jacquemyn, managing director of Technopolis.

### Fost Plus management changes

On July 1st Henri Meiresonne will hand over his responsibilities as managing director of Fost Plus to William Vermeir. Henri has been managing the Belgian Green Dot organization for the last eight years.

William joined Fost Plus as director projects in the very early days of the organization and was hitherto deputy general manager & director operations.

To guarantee a smooth transition, William has been appointed general manager as from April 1st.

He will take full responsibility as managing director of Fost Plus on July 1st. Henri will continue his involvement with Fost Plus as a member of the board of directors.





## Eko-Ozra news



### Large scale study looks into Croatian packaging waste buy-back system

In order to gain insight into population's perception and attitudes towards this system, a large scale research has been conducted in multiple phases during 2009. The study was a cooperative effort by Eko-Ozra d.o.o. and PRIZMA BIC. The research produced some interesting findings as outlined below.

According to end-consumers, there is no clear definition or transparent difference between non-refillable and refillable packaging, which are mostly being tied to particular packaging type: non-refillable packaging is primarily associated with PET (or cans), while glass bottles are very often being considered as refillable packaging.

Population is generally unaware of each packaging-category's environment-friendliness, insinuating that these 2 packaging-categories have about equal impact on environment. Additional confirmation of populations' ignorance is unawareness of available/purchased packaging-category for specific FMCG goods: about 1/3 of population believes they buy juices, milk, wine or spirits in refillable packages (which, in reality, is not the case). This confusion sometimes causes dissatisfaction with national buy-back system since it is not always transparent which packaging category / type is suitable for such collecting.

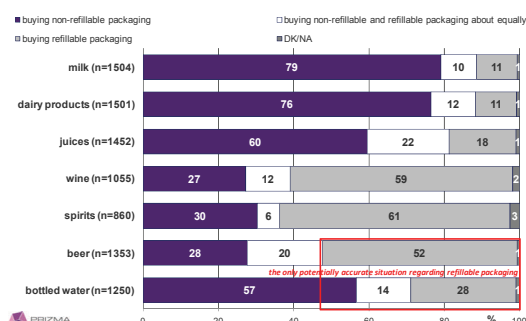


Chart1: Purchase of specific product in one or the other packaging category

Furthermore, financial benefits are the most often spontaneously mentioned reasons of packaging waste collection for more than 50% of population: refundable fee amount is crucial for packaging waste buy-back for almost 50% of end-consumers and

more than ¾ of population finds refundable fee as useful additional income for most unfortunate segment of population. In their own words, refundable fee has become a sort of „social-justice mechanism” in a post-transition society now heavily hit by recession.

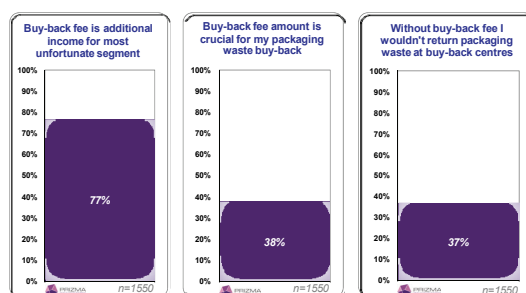


Chart2: Refundable fee perception and personal importance

It may be concluded that main reason for this, “environmentally - conscious” behaviour is relatively high return fee, suppressing all other motives (which are more intrinsic and more permanent). Therefore, a decreasing of refundable fee would positively influence development of other motives and real environmental consciousness of end-consumers.

Some of waste-management improvement proposals have been tested, giving and the following public attitude:

- **refundable fee decreasing on 0,30 kn (0,04 €):** buy-back amount could decrease for approximately 15%, but retail would have no significant consequences, since almost 90% of consumers wouldn't change their purchase habits regarding beverages in non-refillable packaging
- **organizing containers specialised for different waste-types** in every neighbourhood instead of buy-back system

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would be acceptable option for every other household

- **charging monthly scavenge obligation by household's waste-amount** and not living area size is an appealing option for a bit more than 50% of the population

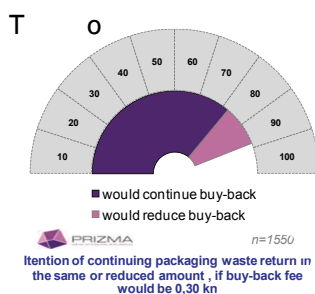
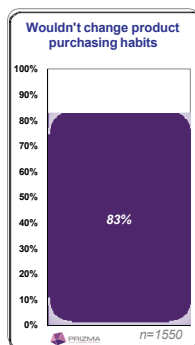


Chart3: Consumers behaviour intention in case refundable fee decrease on 0,30 kn

conclude, packaging waste buy-back system has served one of its purposes and eliminated unwanted waste from environment, generating additional approval of population due to its perceived „social-aspect“. However, the main idea of packaging waste management - ecology - has been addressed only to a smaller extent, since financial benefits (a profit) have



been main motivators for socially-desirable behaviour. Furthermore, this system includes only a part of recyclable household's waste, while the large part of it still ends up unused, on landfills, creating potential losses for both environment and economy.

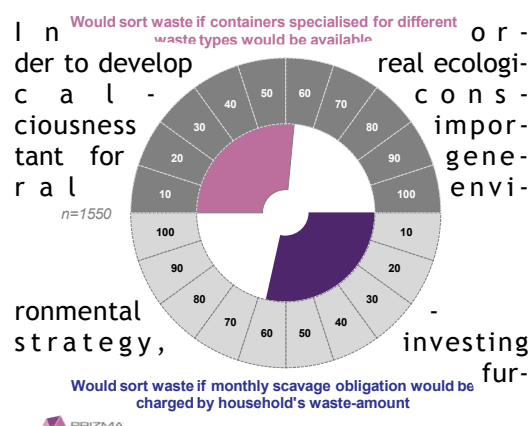


Chart4: Consumers behaviour intention in case of refundable fee abolishment

ther efforts in educating public on one side and developing other motivators of consumer's behaviour by improving official laws and regulations related to recycling process on the other side would be recommended.



**Der Grüne Punkt –**  
Duales System Deutschland GmbH

**DSD news**



## Licensed volumes increased in first quarter 2010

**Members of the joint Clearing Board: Positive Signal for preserving the industry-financed system for packaging recovery in Germany.**

The nine packaging recovery organizations currently competing in the German market have registered their license volumes for the first quarter of 2010. There are positive signals regarding the development of the licensed volumes especially for light weight packaging. Obviously, the public appeals toward industry and retail regarding the necessity of registering additional packaging to secure the financing are bearing fruit. The volume for the first quarter 2010 exceeds that of the same period in 2009 by roughly five percent.

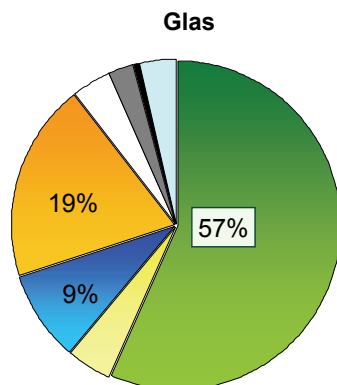
DSD market share in lightweight packaging has decreased - this is mainly due to increased volumes registered by competitors into the clearing board.

The numbers for the second quarter of 2010 will be published in the beginning of April. DSD is expecting the other market participants to continue the positive trend toward increased license volumes, so as to further stabilize the privately organized, cost effective and competitive system for packaging recycling in Germany.

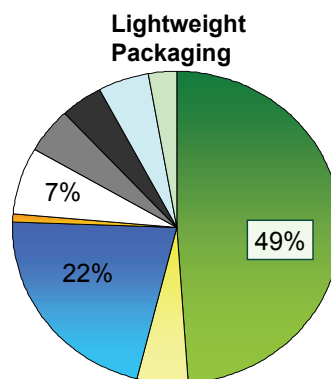
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### Overview: Market share of dual systems in Germany, first quarter 2010



Source: DSD, Joint Clearing Board, 1. Quarter 2010. Shares of Vfw Glas, Eko-Punkt LwP below 1%, no volume declared by Veolia for Glas



■ DSD      ■ Landbell      ■ ISD  
 ■ Eko-Punkt      ■ Redual      ■ Belland Dual  
 ■ Vfw      ■ Zentek      ■ Veolia

## DKR - new name, new strategy



DSD's affiliate, the Deutsche Gesellschaft für Kunststoff-Recycling mbH - DKR - (German Association for plastics recycling), has undergone a strategic transformation of its business model.

The main focus is now on trade and refinement of a broader scope of secondary raw materials. In addition, the development and handling of logistics concepts for bulk goods in the market of secondary raw material is part of the new strategy. The new name signals this transformation: **Deutsche Gesellschaft für Kreislaufwirtschaft und Rohstoffe mbH** (German Association for recycling and raw materials). One of the main targets is to generate revenues with successful products and to support the importance of recycling. DKR's customers understand recycling as a part of their value added

chain, so solutions for recyclable fractions like plastics, paper, glass and tinplate will be offered.

The target groups for the activities are the plastic industry, glass factories, steel-works, paper factories and the cement industry.

Up to now, DKR had its focus just on plastic-recycling. The new strategy is focussed on a new position in the market which includes more than the expertise in plastics - its goal is to become an innovative and reliable supplier and partner for all secondary raw materials.

For the year 2010, a volume of 2.6 million tons of secondary material will be handled. But DKR does not only focus on industrial customers - they also extend their services to the municipalities and national / international recovery organizations.

## Competition Workshop in Cologne

On January 28, a Pro-E Competition Workshop took place at DSD in Cologne, Germany. We were very happy to welcome more than 30 participants to the workshop for a very lively discussion of the situation caused by competition in the

different countries.

One common conclusion: The main reason for customers to change from a Green Dot system to a competitive system are the costs. Competitors tend to offer low

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prices which often do not cover the actual system costs. Reasons for lower costs are:

- “Cheating”, i.e. using loopholes in the legal framework or finding creative interpretations to avoid financing
- No support of selective collection in households, instead only “cherry picking”
- Cross financing between materials resp. services, especially in the case of vertically integrated recovery systems backed by large WMC.
- Buying market shares by ignoring losses, especially in the market entry phase
- No education / no communication activities towards the consumer

- Lower services both to customers and to consumers

Not only in Germany competition causes many challenges, because very often, competitors do not act fairly on the market. The Green Dot systems have to improve their qualitative characteristics like innovations, service, experience and the international PRO EUROPE network in order to clearly differentiate themselves from competitors. In addition, governments who demand competitive markets must ensure that there are strict rules and government controls to ensure fair play and avoid the collapse of the system.

At long sight the competition between recovery organizations must be fair for a sustainable stabilisation of the market and the Green Dot systems.

## Memorandum Product Carbon Footprint (PCF)

**The German Federal Ministry for the Environment has published key positions on the carbon footprint and how to communicate it**

The Memorandum describes the key aspects of methodological standardization and presents practical recommendations detailing how these points can be addressed in the calculation of product carbon footprints in a transition period until international standards become available.

The Memorandum also discusses the key positions with regard to communication of the PCF that arise from experience with the calculation methodology.

Ambitious climate targets can only be met through a massive, worldwide reduction in greenhouse gas (GHG) emissions. If this is to be achieved there must be major changes in products and consumption patterns - in product development, production and marketing as well as in product use. To identify ecologically and economically efficient ways of progressing towards this target, it is essential to analyse the climate impacts of products and consumption patterns.

Worldwide there is a large number of state-run and privately organized product labelling schemes and several dozen PCFs have been published (e.g. by the PCF Pilot

Project Germany1). From this, the Memorandum identifies two key issues:

Firstly, there is an urgent need for developing internationally binding, harmonized standards and guidelines for the methodology of the product carbon footprint.

Secondly, the purpose and usefulness of CO<sub>2</sub> labelling is viewed very differently by the various stakeholders.

There are recommendations for further action such as:

- transparent documentation of PCF's, accompanied by conducting of critical reviews
- identifying and prioritizing product groups for which the PCF is a good indicator for assessment of climate and environmental relevance
- work on communication forms other than labels, in order to raise awareness of the climate-relevance of consumption and exploit reduction potentials on the use side.





## Öko-Pannon news



### ÖKO-Pannon: less waste generated - more waste recycled

Despite the fall in quantity of waste generated, the ÖKO-Pannon Non-profit Ltd. succeeded in raising from 57 to 58% the rate of recycling of the packaging materials emitted by its partners during 2009. 331.000 tonnes of packaging waste were selectively collected and recycled last year thanks to the activity of the organisation.

The most important issues affecting ÖKO-Pannon's activity during 2009 were the re-utilization of packaging, the fall in the amount of the generated packaging waste and the increased importance of the selective collection of household waste. The partners of Hungary's leading organisation coordinating the recovery/recycling of packaging waste emitted 569.000 tonnes of packaging which is 57.000 tonnes less than in 2008. Despite this, 331.000 tonnes of packaging waste were selectively collected and recycled/recovered last year according to the information provided by the organisation. In doing so, ÖKO-Pannon has increased the rate of recycling/recovery of the packaging waste collected in its system from 57% in 2008 to 58% in 2009, this being an outstanding result having in view the several months recession on the market for secondary raw materials.

These results of ÖKO-Pannon reflect the importance of the residents' commitment to selective waste collection and of promoting an environmentally friendly attitude, as it has been achieved mainly thanks to an increased amount of house-

hold packaging waste collected within the system of the organisation, an issue that plays a key role in the long-term strategy of ÖKO-Pannon.

Although the amount of packaging waste coming from the focused (industrial) collection has dropped, the amount of waste selectively collected last year at the collecting islands and with the "go to house" collection method was 51,3 thousand tonnes compared to 49,6 thousand tonnes in 2008. This represents 15,5% of the total amount of the selectively collected waste, in addition, the improved result has been achieved despite the fall of public consumption which also resulted in a lesser quantity of packaging distributed on the market during 2009 and turned waste at residents.

Aiming to boost and promote selective waste collection, ÖKO-Pannon supports the operation of the selective household waste collection system at more than 900 communities. Within this network some 3,5 million residents at nearly 600 communities have access to the islands designated for selective waste collection.

### Campaign for environmental protection: "We are all winners if we recycle waste!"

Aiming to promote an environmentally friendly attitude, the ÖKO-Pannon Non-profit Ltd. launched on 15th February at V.A.M. Design its most important ever campaign for environmental protection entitled "We are all winners if we recycle waste!"

The 1,5-month environmental campaign draws residents' attention to the fact that by selectively collecting and recycling waste we can save secondary raw materials as well as energy whilst reducing the

environmental burden, while the new message of the campaign makes clear how important it is to prevent the generation of waste.



## HE.R.R.CO news



### Herrco's 22nd Material Recycling Facility

Near the close of 2009 Herrco began yet another collaboration. This time with the company TRIAS ECO AEBE which runs a Materials Recycling Facility in Thessaloniki. With one stage for mechanical screening and three stages for hand sorted materials, the new facility is equipped with the latest technology with, amongst others, a rotating sieve and metal magnets allowing for the recyclable materials to be separated into individual categories: paper-cardboard packaging, cardboard packaging for liquids, plastic bottles PET, plastic bottles HDPE, various plastic packaging (PP/PS), plastic film, glass bottles and containers, materials from tin and aluminum.

The total number of Materials Recycling Facilities in the country is now 22. The new MRF cost about 1.5 million euro and covers a total area of about 4.800 square metres. The facility employs 22 workers per shift and can handle between 6-8 tonnes of waste every hour. The facility will primarily serve the municipality of Ambelokipous, but will eventually cover the needs of the municipalities of Halastra, Axiou and Agios Athanasios. The creation of this new facility firmly establishes Herrco within the community of Central Macedonia and extends the ability to recycle to 1.5 million inhabitants at this area.

### Herrco's Educational Programme

More than 26,000 students in primary school, secondary school and high school have until today taken part in Herrco's educational programme 'Recycling in Schools - changing behaviour'. Within the context of this programme over 1000 presentations were given during which students were given the opportunity to test their knowledge regarding the proper use of the blue bins and went away with memorable gifts and recycling bags.

Meanwhile, Herrco has placed over than 230 specially designed blue bins in schools that are taking part in the programme, in order to help the students put the theory into effect. In this way, the students were able to take part in the programme as soon as their presentations had been completed by using the blue bins placed at their schools.

Moreover, information leaflets with instructions on how to recycle were distributed amongst the students as were token gifts and reusable recycling bags. In many of the schools, the students and their professors opted to put these reusable bags in



their individual classrooms to facilitate the collection of the packaging waste and its disposal into the blue bins.

In total, the programme has been realized with success in 11 municipalities in Attica. The programme "Recycling in Schools - Changing Behaviour" aims to extend its reach in 2010, as a result of increasing demand from municipalities and the educational sector.



## “CONAI. Da cosa rinasce cosa” - “CONAI. One thing leads to another”

**This new slogan has been the foundation for the latest advertising campaign launched by CONAI, the National Packaging Consortium. This motto will be the common thread that ties together all of CONAI's efforts to keep Italian citizens informed about packaging waste recycling.**

Is “One thing leads to another”, simply a claim or a modern interpretation of the Lavoisier law of conservation which states that matter cannot be created nor destroyed? CONAI's new advertising campaign, which has recently been launched, was introduced using the former statement. The goal of the campaign is to speak to Italians and to help them to see separated waste collection as a starting point for the entire packaging waste recycling process: the continuous rebirth of steel, aluminum, paper, wood, plastic and glass. All this rebirth is possible thanks to the involvement of citizens, public entities and operators in a virtuous cycle which allows us to save resources, protect the environment and to keep pace with the times.

This communications campaign has been developed, in light of the mission of CONAI, to further promote the culture of recycling as well as to make citizens more aware of recycling and the results that have been achieved to date in Italy.

The TV spot was on air for the first time in November of last year. The spot opens with a scene where various family members are standing on one side of a glass window curiously observing the “babies” in the nursery. On the other side of the glass, in the nursery, the nurses move around checking on the “newborns”. One

of these nurses moves closer to the glass divider with a newborn, in this case “the reborn”: cradled in her arms is a beautiful new coffee maker made of recycled aluminum. The scene then shifts to let the viewer see the many “reborns”: a beautiful new glass vase, a fancy cardboard notebook, a shiny steel pan, a warm fleece sweatshirt and a very practical coat rack made of wood. All, obviously reborn.

It is a story that speaks to environmental awareness and the saving of resources, but also one that, using light-hearted humor and irony, speaks to everyone from young to old.

In 2010, CONAI will reuse and reinforce this message of rebirth in all of the communications materials and activities sponsored by the Consortium.

The purpose of this campaign was to spread a positive message about recycling and to emphasize the tangible results that can be achieved. In over ten years of operation in Italy, CONAI has guaranteed the recovery of almost 70% of all packaging waste, of which 59% has been recycled with the remaining portion being used for energy production. In over ten years, the quantity of recycled material has been doubled while the waste disposed of in waste dumps has been cut in half.





# VALORLUX news



## “I love Nature”



This was the title of Valorlux's last communication campaign. It was launched in September 2009 and ran for about a month and a half in the national print media and on the radio. The adverts printed in magazines and

newspapers represented heart shaped plants.

The core message conveyed in this campaign aimed at the general public was the benefits of recycling. By exposing the all positive aspects of sorting and recycling of used packaging, we wanted to motivate people to continue doing the right thing by appealing to their sense of responsibility without finger-pointing and moralising them. Sorting their waste and using our blue bags were pictured as activities that save energy and reduce CO2 emissions and thus preserve our natural resources and the beauty of planet Earth.



End of November, curious about the results of this communication action, we decided to include a few questions in relation to the “I love Nature” campaign in our biennial survey study. We questioned a panel of 200 people representative of the Luxembourg population about VALORLUX and its services.

The results were relatively impressive: nearly 30% of the surveyed people saw the

campaign in the press and all of them remembered that the advert showed heart shaped plants. Furthermore, 71% said that the campaign does motivate them to recycle and helps them understand the importance of sorting. This study confirmed that our efforts towards educating people have paid off and that we are indeed on the right path.



Our blue bag collection scheme is not only present in households but has also been introduced in schools. The idea behind this introduction was to start educating the population from a young age. Since 2002 VALORLUX has welcomed primary schools in the scheme and in 2004, secondary schools. This amounts to a total of over 37,000 school kids and high school students. In cooperation with teachers, an especially adapted system was developed back then. Today, we still use this system that works very well. A series of didactic material as well as stickers, posters, etc... are also offered to teachers and pupils to help understand and implement the scheme correctly.

With our activities of communication and collections, VALORLUX acts clearly in the sense of a stronger environmental consciousness of the Luxembourgish population.







## GREENPAK news



### Businesses come together to form GreenPak Coop

**With over 300 members, the new cooperative operates the largest waste recovery scheme in Malta**

GreenPak has been given the green light by the Cooperatives Board to group its 300 members into a Co-operative Society, making it the largest cooperative and waste recovery scheme in Malta. Membership in the Coop gives each member the right of an equal vote on every important decision taken for their benefit by the scheme.

“GreenPak Coop is a major achievement for all its members reaffirming a commitment to run a waste recovery Compliance Scheme aimed at honouring their environmental obligations at the least possible cost for the member companies and ultimately the end consumer rather than for profit making purposes” said Martin Borg, Acting Secretary of GreenPak Coop. “Moreover, this structure puts us in a better position to raise a greater awareness of environmental issues and a gradual culture change in favour of a more sustainable packaging recycling system in Malta, which is ultimately in everybody’s interest.”

Over 300 leading businesses have come together to fulfil their legal obligations under the GreenPak waste recovery scheme. Now, they are taking their commitment to recycle one further step by collectively taking ownership of the

scheme. Besides the founding members, other persons who are required to recycle may join the GreenPak Coop. There is no limit on the number of individuals that can join the cooperative.

The GreenPak scheme, originally setup in 2005 by Ing. Mario Schembri, is a Mepa-authorised scheme modelled on the European Green Dot concept to meet EU packaging waste directives. GreenPak Coop members have direct control of its operations bringing it closer to other international Green Dot Schemes. The Coop also gives its members and the general public wider possibilities for education and training on better waste recycling.

GreenPak Coop is to be managed by a Management Committee made up of a President, Vice-President, Treasurer, Secretary and five other members. Every member who owns a share in the GreenPak Coop has one vote and can participate actively during the General Meetings, proposing and voting on motions.

The first AGM is scheduled to take place towards the end of March 2010 where among other items on the agenda members will vote for the first Management Committee from amongst its founding members.





## 600,000 tonnes of packaging sent for recycling in Portugal

**Recycling of packaging waste continues to grow in Portugal. In 2009, Sociedade Ponto Verde (SPV) recorded a 12% increase in used packaging sent for recycling, with a take-back of 600,000 tonnes of packaging waste. This increase kept up the trend that has been felt since the company went into operation.**

In absolute terms, take-backs of used paper and cardboard packaging grew most in 2009, reaching 286,488 tonnes by the end of the year, which was 18% more than in 2008. In relative terms, the largest increase was in beverage cartons, which totalled 5,327 tonnes, 44% up on the previous year. Where the other materials were concerned, 181,127 tonnes of glass were taken back (up 8%), 62,015 of plastic (up 16%), 36,944 of metal (down 2.4%) and 28,732 tonnes of wood (up 1%).

“The results for the year are highly positive. They show that people are still committed to separating and placing more and more used packaging in the recycling drop-off containers and are increasingly aware that waste today can be the raw materials for new products tomorrow,” said Luís Veiga Martins, Managing Director of Sociedade Ponto Verde. “Overall, we have grown more than 65,000 tonnes against 2008 and are even closer to the targets in the licence that we have to meet in 2011,” he added.

By law, Portugal is obliged to recycle at least 55% of packaging materials placed on



the national market by 2011. Sociedade Ponto Verde has to meet this same target, though only for the quantities of packaging declared by its licensee packers and fillers. “In 2009, we closed the year at over 53%. This year we will continue to take action to fulfil the targets, thereby making an extremely positive contribution to ensuring that Portugal also meets its legal target,” he said.

The Green Dot system in Portugal currently covers 99.7 per cent of the population of Portugal, 99.3 per cent of the country and 97.4 of its municipalities. According to studies of the population's behaviour in 2009, most households in Portugal separated and sent their used packaging for recycling.

Table below: PW take-backs (in tonnes) from January to December 2009 and 2008 (Source: Sociedade Ponto Verde, December 2009).

	2009	2008	Comparison 2009/08 (%)
Glass	181,127	168,215	8
Paper/Cardboard	286,488	243,363	18
Plastic	62,015	53,436	16
Beverage cartons	5,327	3,704	44
Steel	35,657	36,901	-3
Aluminium	1,287	953	35
Wood	28,732	28,462	1
Total	600,633	535,035	12



## I Specialization Course in Packaging and Environment

Ecoembes, IQS and ICTA promote the first course on Packaging Ecodesign.

At the end of 2009, ECOEMBES, ICTA (Institute of Environmental Science and Technology of the Autonomous University of Barcelona) and IQS (Sarrià Chemical Institute) joined in order to train specialists for whom the environmental variable play a key role when designing packaging.

With this course, Ecoembes continues its commitment to prevention as a key tool to minimize the impact of packaging throughout the life cycle, from design to manufacturing, distribution, marketing and waste management.

This course, is a module of the Master in Packaging Engineering which the IQS is develops in Barcelona, and is aimed at students and professionals with technical training who want to learn how to integrate environmental items into the design of packaging - Ecodesign.

### I Curso de especialización en Packaging y Medio Ambiente

Barcelona, 18 de noviembre a 4 de diciembre de 2009  
Organizan: ECOEMBES, ICTA, IQS



## Ecoembes launches a virtual world that teaches children to recycle their packaging



Continuing its involvement in education as well as in recycling, Ecoembes, has created a virtual planet named Mini-Mundi ([www.mini-mundi.com](http://www.mini-mundi.com)), to assist teachers teach in an entertaining way the sorting and recycling procedures. The principal aim of this web platform orientated to schools is to provide a useful tool of learning on the benefits of sorting and recycling of packaging, and its effects on the environment.

Mini-Mundi ([www.mini-mundi.com](http://www.mini-mundi.com)) is a virtual ecosystem that evolves according to your performance time of day and season. Every child who takes part is provided with a personal mini-mundi, his own planet, in which lives, between other prominent figures, a cow brick, a whale bottle, a fish tin, a bear bag or a jellyfish glass.

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Every child has his own little planet and must take care (keeping it clean, sorting packaging, playing ...) in order the planet evolves, increase citizens, planet grow, prosper in flora, fauna and natural resources.



One of the principal aims of this platform is to use it as a tool for teachers to show advantages and mechanics of the sorting of packaging waste. Therefore, in schools, they will encourage children into group participation.



Sorting, recycling, renewable energies; most of environmental worries are the subject of a game, which encourage children to enter in touch with this subject in a pleasant way and, at the same time, in an universe (websites) in which they are increasingly familiar.

Mini-mundi is just one of the multiple activities that Ecoembes develops for schools. Among them, it is outstanding the blog of the teacher - [www.amarilloverdeyazul.com](http://www.amarilloverdeyazul.com), the multimedia materials of Alex and Robix, the section 'Aprender a Reciclar' in [www.ecoembes.com](http://www.ecoembes.com), and, finally, educational programs realized in collaboration with Aldeas Infantiles SOS España (SOS Kinderdorf International).



## The North American corner



### EPR Legislation Gaining Traction in the USA

U.S. states have recently experienced a rapid expansion in the adoption of EPR programs and in the introduction of legislation. In 2006, only fifteen states had any kind of EPR legislation in place; since then, sixteen additional states have adopted this framework for one or more material management programs. There are now a total of forty-nine laws establishing EPR as the guiding principle for material management in the U.S. In 2010 alone, eighteen states are considering forty different bills.

EPR legislation in the U.S. tends to focus on a single material at a time. Of the forty pieces of pending legislation, a full thirty-five of them manage a single material.

However, recent developments suggest that wider EPR framework laws - establishing the principle as official state policy with the responsibility for designating programs for multiple materials over time - may be gaining traction. On March 17,

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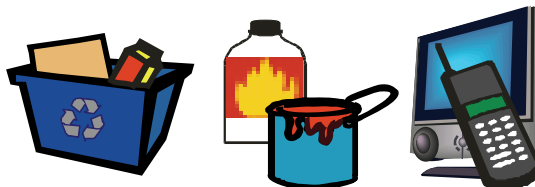
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2010, Maine became the first American state to sign into law a full EPR framework. A copy of the law can be found [here](#)

While the bill essentially outlines a process by which materials may be designated in the future, it is already being touted by some NGO and state officials as an

important step toward EPR in the USA. Framework legislation is also being considered in four other states, including Vermont (see below).



## North American jurisdictions re-evaluating most effective approaches to managing beverage containers

A series of recent developments indicate that decision-makers are re-evaluating the effectiveness of current approaches to beverage container recovery. A number of jurisdictions are considering repealing existing bottle bills; others are supplementing multi-material household collection programs with enhanced recycling in commercial locations and public spaces in order to maximize recovery rates.

### Bottle Bill Repeal

There are currently Bottle Bills (also known as “container deposit laws”) in eleven States. In January of this year, Delaware’s Governor announced a plan to eliminate the state’s refundable 5-cent deposit on beverage containers, and replace it with a nonrefundable levy that would go toward curbside recycling. Similarly, Vermont’s recently introduced “Extended Producer Responsibility Act of 2010” (“VEPRA”), mentioned above, would repeal the Vermont Bottle Bill and replace it with an extended producer responsibility requirement for all stewards of printed paper and packaging, with curbside collection in municipal areas and state wide drop-off programs as the preferred avenues for material recovery.

In Canada, all jurisdictions, with the exception of Ontario, Manitoba and Nunavut, have some form of deposit system for beverage containers. In Quebec, beer and carbonated soft drink containers are on deposit, while many other beverage containers are not subject to the deposit law and collected in the curbside program. As in Vermont and Delaware, the newly released draft Waste Management Policy contemplates the removal of the deposit system in Quebec.

### Enhanced Beverage Container Collection Through Other Means

As 30% or more of beverage containers are collected or disposed outside the home, some jurisdictions are looking to complement existing multi-material curbside programs with specific initiatives targeted at collecting those containers. In Manitoba, a new voluntary not-for-profit industry association, the Canadian Beverage Container Recycling Association (CBCRA), is preparing to help the Canadian province meet its target of 75% recycling for beverage containers through an intensive container collection program for beverages consumed “away-from-home”. CBCRA will fund and manage a province-wide public space recycling (parks and streetscapes), events and concerts, restaurants, convenience stores, gas stations, government buildings and institutions, universities and schools. Quebec has been running a similar away-from-home recycling program voluntarily funded by industry for the past three years.

