



IN THIS ISSUE

Editorial	1
EU Policy Developments	2
PRO EUROPE News	4
Ponto Verde News (PT)	7
Eko Ozra News (CT)	9
CONAI News (IT)	11
Nedvang News (NL)	12
ECOPACK News (BG)	14
Rekopol News (PL)	16
Ecoembes News (ES)	17
Fost plus News (BE)	19
ENVI-PAK news (SK)	21
Green dot Cyprus News (CY)	22
Eco-Emballages news (FR)	24
ARA News (AT)	25
GreenPak News (MT)	26
Sekopak (SB)	27
Valpak News (UK)	28
Repak News	29
HERRco News (EL)	32
The North American corner	33

Editorial

Dear Reader,

PRO EUROPE has been at full speed over the last quarter of 2011, continuing to work on its key priority issues and addressing ongoing and new challenges faced by our sector.

A major achievement, I am particularly proud of is the 'European Retail Forum's reference to the Green Dot as one of the best case industry practices. As you will read in the article, PRO EUROPE and 'Green Dot' systems are outlined under the paper's Best Practices section, highlighting that "Green Dot" systems have become internationally recognised models that contribute to the successful implementation of producer responsibility by the companies involved". This is a success for PRO EUROPE as this definitively contributes to raise our profile vis-à-vis our stakeholders in general, and the European retail sector in particular. Launched by the European Commission three years ago, the Retail Forum is a strategic stakeholder platform for PRO EUROPE to strengthen its position as the trusted knowledge partner of the EU institutions on any issue related to packaging waste and recycling.

We have also been very active at a number of key events: we were amongst the speakers at the Biopackaging Summit that took place in Brussels on 15-16 November 2011, and on this theme, we will organise an internal workshop at the end of February / beginning of March 2012 during which updated information on the biopackaging markets, current scientific trends, and recyclability of new materials will be presented. We were also present at the European Commission workshop on Waste Management Performance and the use of Economic Instruments, during which I gave a presentation on producer responsibility, barriers impeding good performance and ideas for improvement. If we do not present our position, somebody else will speak for us: if you are not at the table, you're on the menu!

I would also like to draw your attention to the food waste issue (no link to the upcoming holiday season), increasingly gaining traction at EU level. We at PRO EUROPE need and will continue to promote our contribution to reduce food waste.

In the following pages, you will find updates on key EU policy developments as well as inspiring initiatives from our members. In this issue, you will learn about Sociedade Ponto Verde's Recycling Week to foster greater environmental responsibility and education, Fost Plus' new Life Cycle Assessment tool, the new Ecoembes website, and many other stories.

Enjoy the reading and do contribute to your newsletter with feedback and stories! 2012 promises to be an exciting year. In the meantime, I wish you a happy Holiday Season and a New Year filled with peace and prosperity.



Kind regards,

Joachim Quoden
Managing Director
PRO EUROPE



EU POLICY DEVELOPMENTS

Draft methodological guides on product and corporate environmental footprint

The Commission's DG Environment is, together with the Joint Research Centre, currently working on the development of a methodology for the assessment of the environmental footprint of products as well as of organisations. The purpose is to develop a "harmonized environmental footprinting methodology" that takes into consideration different environmental performance criteria, including carbon. In the work, carried out by the Commission's Joint Research Centre, existing methodological standards such as the International Reference Life Cycle Data System are taken into consideration.

The guides, which are rather technical in nature, aim to provide guidance on how to conduct a Product/Organisation Environmental Footprint study. The Commission has published draft methodologies (product draft [here](#) and

corporate draft [here](#)). These were open for public consultation until the end of November, and PRO EUROPE submitted a contribution. In particular, PRO EUROPE provided input on Annex 3 of the guides on how to deal with multi-functionality in recycling situations. The methodologies were discussed in more detail during a stakeholder workshop in late November.

The tests are also being tested through a number of pilot studies, covering different sectors, and the results will be used in the development of the final technical guides. The Commission is planning a second stakeholder consultation on policy options on the use of the guides to be launched in mid-December 2011. The final guides are expected by autumn 2012. The Commission is also carrying out an impact assessment on the matter, which is expected to be finalized by summer 2012.

Progress in the development of end of waste criteria for waste streams

As highlighted in our Summer edition of the newsletter, the EU is moving forward on the development of EU end-of waste criteria for the different waste streams under the Waste Framework Directive. This criteria (technical standards related to material quality and safety) should be used to establish when certain waste recovered materials cease to be waste and become products. The Commission's Joint Research Centre (JRC) has been tasked with carrying out the reports with technical proposals for such criteria for the different waste streams.

The first end-of-waste regulation, for iron, steel and aluminum scrap, entered into force in October this year. The regulation (available [here](#)) outlines the conditions under which scrap from these materials ceases to be waste and lists the criteria that needs to be complied with. It also outlines that the producer shall implement a quality management system

to demonstrate compliance with certain criteria.

Following this forerunner, a vote of the Technical Adaptation Committee (under the Regulatory Procedure with Scrutiny) with a view to agree on the criteria for paper, copper and glass is likely to take place in spring 2012.

Regarding criteria for the other waste streams under development, a first workshop on plastic took place on 22 November and a second meeting is foreseen for April 2012. Two workshops have taken place, in March and October, in view of developing criteria for biodegradable waste. A final JRC report is expected next spring.

The Commission is also investigating whether to develop criteria for two additional waste streams: waste derived fuels and aggregates.

(Continued from page 2)



The Commission hopes that the development of end of waste criteria will boost recycling in the EU by enhancing legal certainty and creating a level playing field for the recycling industry as well as enhancing raw materials supply.

PRO EUROPE is active on this matter, for example by taking part in JRC workshops on different criteria. As regards plastic for example, Ecoembes is participating on behalf of PRO EUROPE and COREPLA, part of the Italian CONAI system, represents the European Association of Plastics Recycling and Recovery Organisations (EPRO).

Food waste increasingly gaining traction at an EU level

Food waste is among the topics that are increasingly gaining traction at an EU level and rising focus is being placed on how different actors, sectors and consumers can contribute to tackling this.

In the Commission's [Roadmap to a Resource Efficient Europe](#), which provides indications on how to achieve resource efficient growth, a target to reduce edible food wastage in the EU by 50% by 2020 is set. The Roadmap mentions contributions that packaging can make, arguing for example that improved packaging can contribute to better food preservation. The Commission's DG for Health and Consumers has for some time also emphasised food waste and packaging optimisation in the context of improving sustainability of the food chain.

Speaking at a recent Brussels conference on Combatting Food Waste in the EU, Environment Commissioner Potocnik reiterated the fact that food waste is a priority area for the Commission, reminding the audience that the food and drink value chain produces 17 % of our direct greenhouse gas emissions and close to 30 % of material resource use. Potocnik stressed that in order to reach the 50% target, efforts need to be taken by actors throughout the entire food value chain, stressing that there is a clear role for businesses (e.g. to improve stock management and selling methods, providing written information on

packaging and optimizing pre-packed portions) and consumers. Speakers at the event also outlined that packaging is part of the solution in combating food waste and that it has an important task both in the prevention field and in food protection.

The existing and upcoming EU initiatives in the field include the need for Member States to outline their plans on how to prevent food waste in their National Waste Prevention Programmes (due by 2013). A guidance document on food waste prevention which the Commission intends to present shortly and the initiative "[Generation Awake](#)", launched in October, focuses on conscious consumer choices and its contribution to resource efficiency. The Commission may also include food waste measures in the upcoming review of its Sustainable Consumption and Production Action Plan, due by the end of 2012 and is currently considering further measures.

Food waste is also topical in the European Parliament, where the Committee on Agriculture adopted a report on food waste in late November. Among other things, the report calls on the EU to "reduce packaging so as to achieve eco-friendly products by means of industrial eco-design" and to support measures to reduce food waste in developing countries where production methods, processing and packaging infrastructure are inadequate.

EC unveils forthcoming work for 2012 and beyond - waste in the spotlight in 2014

On 15 November the Commission presented its work programme for 2012. President of the European Commission, Jose Manuel Barroso, stated that the work programme is a crucial element of EU policy as it shows the direction the EU will take in the near future and what the

priorities for its work are. Referring to the work programme as "a blueprint for stability and growth", Barroso presented an agenda with a strong focus on economic governance and measures to boost growth. The programme includes some environmental initiatives for next year.

Among other things, the Commission aims to bring forward a 7th Environmental Action Programme (EAP) in 2012.

It also plans a review of the Environmental Impact Assessment Directive and a review of the REACH Regulation, to present a "Blueprint to safeguard Europe's water resources" (water strategy) and revise the EU strategy on endocrine disruptors.

The work programme also outlines other initiatives that the Commission will consider before its current mandate runs out. In 2014, the targets of the waste

acquis are going to be investigated. The Commission outlines that it aims to "propose revision of the targets of the waste acquis (Waste Framework Directive and waste stream directives) to make the EU more resource efficient". The Commission also outlines that it will "revise existing landfill diversion targets and propose new diversion targets for other waste streams in order to gradually move towards zero land filling in 2050". An assessment of the implementation of the Environmental Liability Directive is also foreseen in 2014.



PRO EUROPE news

'Green dot' mentioned as one of the best case industry practices in Retail Forum issue paper on Packaging Optimisation

The Retail Forum for Sustainability (RF) recently published a new [issue paper](#) on Packaging Optimisation. The paper, which PRO EUROPE strongly contributed to, acknowledges that innovative packaging can influence consumer choices and that packaging optimisation translates into reduced environmental impacts. An increased demand of packaged goods is noted, and that the last decade has witnessed a relative decoupling of packaging consumption and packaging waste for final disposal from economic growth. According to the paper, while there is still room for improvement, the general packaging optimisation trend is positive.

PRO EUROPE and 'Green Dot' systems are also outlined under the paper's Best Practices section, highlighting that "Green Dot' systems have become internationally recognised models that contribute to the successful implementation of producer responsibility by the companies involved" and noting that "the 'Green Dot' is the most widely used trademark in the world". The role of PRO EUROPE as a hub for the exchange of best practices and know-how between national systems is also emphasised.

PRO EUROPE also participated in the RF's annual event, which took place on 10 November in Brussels. The event brought together approximately 150 participants from business, civil society and EU institutions, who among other things discussed the retail sector's contribution to the Resource efficiency agenda and how it can continue to contribute to the implementation of the [Roadmap to a Resource Efficient Europe](#), which the Commission launched in September 2011.

Following the Commission's and industry representative's recent announcement that the forum will be extended for another three years, the annual event also announced the launch of a new phase of the RF. Speaking at the event, Environment Commissioner Janez Potočnik responsible for Environment stressed that "I believe it's the role of the Retail Forum to lead by example and to stimulate retailers to make a significant contribution to the resource efficiency agenda". PRO EUROPE will continue to actively contribute to the activities of the Forum.

PRO EUROPE speaking at two day Biopackaging Summit in Brussels

PRO EUROPE was among the speakers at the Biopackaging Summit that took place in Brussels on 15-16 November. Paying special attention to the needs of packaging users and retailers, the summit took stock of key issues affecting the biopackaging industry - from packaging performance to consumer awareness. It was targeted to a wide range of stakeholders, including retailers, producers and waste management professionals.

During the two day summit, presentations and discussions were carried out on themes such as moving from conventional to biopackaging solutions, life cycle analysis for biopackaging products and end of life scenarios. Among the key learnings were that biopackaging is almost always defined as packaging from biobased material and that it is much less common to speak about biodegradable or

compostable packaging in this context. It was also stressed that the environmental gains of bio-material to a high extent depends on the availability of the resource.

Representing PRO EUROPE at the event, Fost Plus' Environmental Affairs Manager Gaëlle Janssens, who gave a presentation regarding the ambiguity surrounding the term biopackaging and its various definitions. The many end-of-life options that exist were also pointed out.

Also on the biopackaging theme, PRO EUROPE is organising a workshop for its members at the end of February / beginning of March 2012 during which updated information on the biopackaging markets, current scientific trends, recyclability of the new materials will be presented.

PRO EUROPE at international conference on “Economic Instruments and Waste Prevention”

On 22 November, Brussels Environment and ACR+, with the support of Fost Plus, organized the international conference “Economic Instruments and Waste Prevention”. Participants at the event had the opportunity to consider the current situation in Europe as regards the use of economic instruments such as eco-taxes, deposit schemes and extended producer responsibility (EPR) systems. The one day conference was divided into four sessions which treated, among other things, different perspectives on waste prevention. A European perspective was provided by a DG Environment Official, who briefed the audience on the EU policy context and the EU actions aimed at contributing to waste prevention. He stressed for instance that economic instruments are useful in promoting prevention and that it is essential to have a combination of instruments. Capturing

the national perspective, Managing Director of Fost Plus, William Vermeir, gave a presentation on general perspectives at a Belgian level.

During the third session on the impact of EPR type instruments on waste prevention, PRO EUROPE's Managing Director Joachim Quoden, gave a presentation on the theme “Impact of EPR type Instruments on Prevention of Packaging in Europe”. Quoden reminded the audience about the benefits of producer responsibility from environmental, economic and societal perspectives and gave several examples of prevention activities by industry, in fields such as design for recycling, packaging redesign and the use of recycled material.

A [report](#) carried out by Eunomia for Brussels Environment entitled ‘A Comparative Study on Economic Instruments Promoting Waste Prevention’ was presented at the conference.

(Continued from page 5)

The study assessed advantages and disadvantages of instruments such as taxes, deposit refund systems and green procurement and provided recommendations on future application.

Out of the instruments considered, the strongest evidence of prevention effects was found for DVR (direct and variable rate) charging. During a session on EPR, several participants who had been invited to speak indicated a preference for other measures, such as taxes and deposit systems.

Commission workshop on Waste Management Performance and the use of Economic Instruments with PRO EUROPE

The European Commission is currently, through the a commissioned actor the IEEP (Institute for European Environmental Policy), is carrying out a study on Waste Management Performance and the use of Economic Instruments, with the overall aim to look into whether a link between the two can be demonstrated and identify the instruments that have positively impacted waste management. In their work, the institute mainly focuses on fees (landfill and incineration), pay as you throw schemes and producer responsibility systems. The Commission hopes that best practices and examples of 'successful instruments' can be identified which should encourage the less well performing Member States to use such instruments.

draft [report](#), and to gather further input. PRO EUROPE had been invited to speak during the producer responsibility session for packaging, and Managing Director, Joachim Quoden, gave a presentation on producer responsibility in terms of achievements, barriers impeding good performance and ideas for improvement. Belgium was identified by the institute and the Commission as a 'best practice' example in the packaging field and therefore Fost Plus as well as the Belgium Interregional Packaging Commission, were among the other stakeholders asked to give presentations. Among the points stressed in the discussion were that economic instruments are successful tools that Member States should be encouraged to use. The final report by IEEP is expected to be published at the beginning of 2012. The Commission is already planning follow up activities including a more detailed study on extended producer responsibility.

In their work, the IEEP is consulting main stakeholders active in the waste management field. On 25 October, a stakeholder event was organized to discuss interim results, as outlined in a

Fruitful PRO EUROPE technical workshop in Vienna

Hosted by ARA in Vienna, a fourth PRO EUROPE Technical Workshop was recently organised. This was a truly international workshop with 40 participants from 25 countries, and the speakers were a mixture of PRO EUROPE members and external representatives. The discussions encompassed a wide range of themes, including the latest developments of plastics packaging sorting, marketing of plastic and a comparison between deposit and curbside collection systems from an environmental point of view.

This fruitful workshop resulted in several learning's, for example that automatic separation devices are now able to detect close to all types of plastic and can create a fraction with a sorting purity of over 95%. Also, that in order to create a market characterized by good prices, a constant supply of a fraction with high purity is needed.

Save the date!

PRO EUROPE Seminar Waste Prevention in Practice Date: Thu. 1 March 2012 Location: Brussels Open to public Fee: 200 EUR	One day seminar to address a range of issues related to waste prevention. The sessions will provide participants with insights on PRO EUROPE member prevention initiatives as well as company perspectives on waste prevention.
PRO EUROPE Biopackaging Seminar Date: Fri. 2 March 2012 Location: Brussels For PRO EUROPE members only	Half-day seminar to provide PRO EUROPE members with an update on the market situation of biopackaging, including a session on the point of view of users and recovery schemes.



Ponto Verde news

sociedade

pontoverde



Sociedade Ponto Verde hands out prizes for best photos on recycling of packaging

Ricardo Lopes, Márcio Santos and Hélio Andrade were the first, second and third place prize winners in the photography competition "Lens 2011: a look at packaging recycling" organised by Sociedade Ponto Verde to celebrate its 15th anniversary.

From more than 220 entries seeking to portray contestants' view of packaging waste, these three candidates' photos stood out for their creativity, innovation and simplicity and because they suggested a change in behaviour.

Given the quality of the entries, the judging panel decided to award honourable mentions to Alberto Vale and Laura Van Hoeyland.



The best 14 photos on the recycling of glass, plastic and metal packaging will be on display at FNAC in Alfragide from 16 November to 5 January. Next year, they will be exhibited at FNAC Mar Shopping from 28 January to 28 March.

"The competition was a way of further involving the public in recycling, as it enabled them to give their points of view on such an important area contributing to the country's sustainability. Visitors to the exhibition will be surprised at the creativity of the works. Just like in real life, packaging waste has gained new life in these pictures," said Luís Veiga Martins, Managing Director of Sociedade Ponto Verde, the company responsible for organising and managing the take-back and recovery of packaging waste in Portugal.

The 200 or so entries were judged by a panel consisting of Sociedade Ponto Verde, Augusto Brázio (Kameraphoto) and Instituto Português de Fotografia. The winners received gift vouchers from FNAC, SPV's partner in this project.



Sociedade Ponto Verde celebrates 15th anniversary with children at KidZania

During the celebrations of its 15th anniversary, SPV is organising Recycling Week at its Recycling Centre at the KidZania park. The idea is to foster greater environmental responsibility and education.

Lisbon, 15 November 2011: On 19 November Sociedade Ponto Verde (SPV) is celebrating 15 years in the service of the environment and recycling of packaging waste. The KidZania theme park will be holding Recycling Week from 16 to 20 November to mark the day. It will involve activities designed to raise children's awareness of the importance of separating waste.

"Over the years, children have helped pass on SPV's message. This initiative is a way of rewarding the kids who have been the driving force in changing adults' awareness," said Luís Veiga Martins, Managing Director of Sociedade Ponto Verde.

Children can take part in a packaging hunt that will take them to a given place in this

child-size city. They will have to look for waste left on the ground and take it to the drop-off container at the Recycling Centre. Each child finding a piece of waste will get a voucher from Sociedade Ponto Verde giving them a discount on branded items in the KidZos shop. These items are new in the store and include an ecobag, a jigsaw on recycling and the Reciclomania collection, a set of children's books on recycling.

On its Recycling Is Giving and Taking Facebook page, SPV and KidZania also organised a game offering children's admissions during Recycling Week.

Sociedade Ponto Verde is inviting children and adults to visit its Recycling Centre at KidZania at the Dolce Vita Tejo shopping centre. This establishment was opened in October 2011 and made Portugal the first country with a KidZania to have an area devoted to recycling.



KidZania recycling week

Sociedade Ponto Verde invites families to build creations with recycling materials



Sociedade Ponto Verde, in partnership with the Berardo Museum is organising weekend recycling workshops and inviting children, young people and adults to help build a creation with recycling materials.

The idea is to associate the issue of recycling with the works of Brazilian artist Vik Muniz currently on show at the gallery. Muniz is one of the most successful artists today and is famous for his images made with materials that are apparently useless. The workshop participants will be given an image to fill in with materials like wood chippings, paper and plastic granules.

"The idea of organising this initiative is to demonstrate that the packaging that we put in the recycling drop-off containers has some value. The materials used to create the piece come from the packaging recycling process. These are the ones that become new objects and packaging, but can also be used to create beautiful pieces of art," said Luís Veiga Martins,

Managing Director of Sociedade Ponto Verde, the company responsible for organising and managing the take-back and recovery of packaging waste.

The free workshops take place from 3 to 6 p.m. on Saturdays and Sundays and combine recycling with the use of materials for art, in order to raise people's awareness of the value of materials that are considered no use to us anymore.

Muniz has proved this with the work currently on display at the Berardo Collection Museum until 31 December. The exhibition is sponsored by Sociedade Ponto Verde.

Vik Muniz surprised the world with a series of pictures made from rubbish collected by "waste pickers" at Jardim Gramacho, one of the largest landfills in the world, on the outskirts of Rio de Janeiro. They were shown in the documentary *Waste Land*, nominated for the Oscar® for Best Documentary Feature in 2011.



Eko-Ozra news



Workshop on Waste Management in Croatia: Industry Aims for a Different System

The workshop which featured Joachim Quoden as the key note speaker set the tone to discuss the future of packaging and waste collection models and proposed improvements

On 18 November 2011, the Croatian Chamber of Economy and Eko-Ozra, Green Dot licensee in Croatia, organized a workshop on the topic of waste management in Croatia with the support of Pro-Europe. 76 participants; mostly recycling companies, collectors, and

representatives of big companies on one side, and representatives of relevant institutional bodies on the other, used the opportunity to discuss the future of packaging and waste collection models and proposed improvements to the existing systems.

The key speaker at the workshop was Mr. Joachim Quoden, Managing Director of Pro Europe, followed by representatives of the Environmental Protection and Energy



(Continued from page 9)

Efficiency Fund and the Ministry of Environmental Protection - Mr. Teo Colan and Mr. Zeljko Stosic.

Mr. Joachim Quoden gave a presentation "The Producer Responsibility Model in Packaging Waste Management" in which he presented experiences from EU countries, as well as many different and efficient systems and ways of achieving goals from EU waste management framework.

Mr. Teo Colan, Assistant Director for Management of Special Categories of Waste in Environmental Protection and Energy Efficiency Fund, gave a presentation "Croatian experience in the management of packaging waste" and Mr. Zeljko Stosic, Head of Waste Sector at the Ministry of Environmental Protection, Physical Planning and Construction, gave a presentation entitled "What does the new Ordinance on Packaging and Packaging Waste bring - future development of the packaging waste management". Both presentations were a summary of results from the Croatian waste management system, managed mostly by Environmental Protection & Energy Efficiency Fund over the last six years.

Although data that shows the total amount of packaging placed on the market and the amount of packaging recycled or energy recovered was not disclosed, it could however, be concluded that the cost for managing packaging waste for the last six-year period was €596 mil and Environmental Protection and Energy Efficiency Fund lost €108 mil in the same period, and that there are certain inefficiencies in the current waste management model.

In the discussion that followed there where two main questions asked by the industry group. First, when will the

Government allow the industry to organize a waste management compliance scheme and secondly, given that Croatia is expected to enter the EU by 2013, is the Government considering to abolish the deposit system. The main arguments of the industry were:

- The shift of Schengen borders to Croatia and accompanying risk of import of packaging with multilingual labels from other countries to Croatia will impose additional control measures to current system and, thus, additional costs for obliged parties which will make Croatian industry non-competitive
- The material targets will not only be met with deposit system on beverage packaging, and running two separate systems is economically inefficient.

In the end, although there were no agreed actions with the institutional representatives, it is clear that the industrial group is unified in its positions, and eager to replace the non-functioning current system of packaging waste management, into a system based on the EPR model.

Prior to the workshop Mr. Joachim Quoden met with and KUKURIKU coalition (opposition) representative in charge of waste management issues and most probably future Minister for Environmental Protection, Ms. Mirela Holy. It is likely that the opposition will win the Elections in Croatia and, with the unified industrial voice, we will most likely see efforts to change current systems and practices accelerated to form a fully operational industry owned compliance scheme for 2013.



CONAI News



Packaging collection and recycling: a strategic lever for the green economy

In 2010 the recycling of steel, aluminium, paper, wood, plastic and glass packaging has been the best ever, reaching 64.6% of the total placed on the market, equal to 7.3 million tons of packaging, half of which managed by the Consortium System.

Packaging recycling has confirmed itself as a key hub not only for environmental protection but also as a driver for the Italian economy. This was the scenario presented by CONAI - Consorzio Nazionale Imballaggi (National Packaging Consortium) during the 15th edition of Ecomondo, held at Rimini Fiera, from 9 through 12 November.

“In 2010 the recycling results achieved have been the best ever: out of 11.4 million tons of packaging placed on the market, 7.3 million tons, equal to 64.6%, were recycled, of which almost half managed by the Consortium System. Three packagings out of four - stated **Roberto De Santis, CONAI's president** - were destined for recycling: the use of landfills has been drastically reduced. As for the future, the Consortium System will be ever more committed to promoting the quality of separate collection which is the means to achieving the final objective, i.e. recycling, and the preventive measures on the environmental impact of packaging and packaging waste will as well be further strengthened.

Other areas of interest could hinge on the development of the recycled products market and the search for innovative solutions regarding the recovery of packaging waste as, for example, gasification and the use of new recycling methods. On a longer term, our country

will be challenged by the 2008 European Directive on waste which sets, in particular, the objectives of material recycling up to 2020. The packaging management system implemented in Italy could represent an instrumental benchmark for this purpose”.

Furthermore, as for **the total packaging waste recovery** of steel, aluminium, paper, wood, plastic and glass, in 2010 **74.9% was achieved** (72.9% in 2009), corresponding to 8.5 million tons recovered (+3% vs. 2009).

In 2010, the net benefit obtained by the CONAI System on economic, environmental and social, direct and indirect, terms **amounted to 1.3 billion Euros**, with a **forecast for 2011 of 1.4 billion Euros** (source Althesys). **From 1999 to 2011, the overall data** of the economic benefit from packaging recycling for the country, certified in Italy by CONAI, was equal to **10.5 billion Euros**.

The allied activities developed by the CONAI-Consorzi system, which has generated almost 90,000 jobs (2009 data), show how this system, notwithstanding the ongoing economic crisis, could represent a flywheel for the development of the recycling industry and employment, as well as a strategic resource for the environment in our country. As a matter of fact, the recycling chain presently counts approximately 3,700 industries for the collection and management of urban hygiene services, more than 3,600 centres for waste selection and treatment, and around 170 recycling plants.



Packaging tax and recycling developments

Packaging tax likely to end - negotiations about future system

In September, the Dutch government (represented by the Finance and Environment Ministries) announced that the packaging tax will be cancelled as of January 1st, 2013. The only condition is that packers/fillers come up with an alternative financing system for the management of EPR in the Netherlands.

At the moment, negotiations are going on between the Environment Ministry, packers/fillers and the association of Dutch municipalities. Results are expected in the second half of December.

Recycling results 2010

The Environment Ministry and Nedvang published the 2010 recycling results. Overall, 2010 was a successful year for the recycling of packaging waste. All European and Dutch recycling targets were met. Total recycling was 74%, total recovery was 85%. Packaging in residual waste that is being incinerated is not estimated in the published results. Since almost 100% of the incineration capacity has a R1 status and hardly any landfilling in the Netherlands, the actual share of recovery is even larger than published.

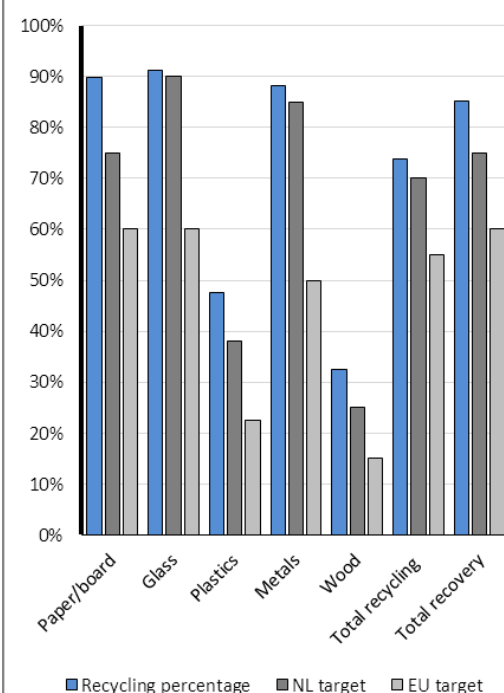
The recycling rate of plastic packaging has risen from 38% to 48% due to the efforts made collecting plastic packaging waste from households. Total plastic packaging waste collection from households rose from 24.000 tons in 2009 to 93.000 tons in 2010 and recycling rose from 16.000 tons to 59.000 tons. Of all materials collected and sorted within the "Plastic Heroes" bags and drop-off containers (including

films and foils), 75% was placed into the recycling process.

The recycling rate for paper/board and wood decreased. For paper/board, this decrease was due to the results of a study to determine the share of packaging within paper/board waste from companies and industry: the share was reduced from 57% to 53%.

Wood recycling has declined due to the increase of the use of wooden packaging for energy production from biomass. The Dutch government subsidizes this biomass energy production in order to increase the share of green energy production. Nedvang and Stichting Kringloop Hout (the Dutch wood packaging organization) are concerned about this development and have contacted the Environment Ministry.

Packaging recycling rates in the Netherlands (2010)



Prevention results in 2010

Nedvang has undertaken several activities to encourage packers/fillers to actively adopt a packaging policy. Next to network activities, newsletters and participation in trade fairs, 200 packers/fillers have received advice on how to develop sustainable packaging.

Besides, obliged companies have been able to hand in prevention cases to promote their product-packaging-combination. Up to now, more than 110 examples of a redesign towards more sustainable packaging have been handed in.

To reward companies for their prevention efforts, but also to encourage other companies to adopt an active prevention policy, Nedvang has introduced a prevention award called "Aangepakt". The jury consists of packaging experts and environment and packaging professors.



From left to right : Paul Thunnissen and Patrick Peter (Global Paint Products), Michiel Bouvy (Nederlands Verpakkingscentrum NVC, Jury Chairman), Karen van de Stadt (Nedvang), Frans Weisglas (member of Nedvang's corporate social responsibility board and former Chairman of the Dutch Parliament)

Paint producer Global Paint Products won the Dutch packaging waste prevention award, issued by Nedvang. The jury, chose Global Paint as a winner because of their Color Matching System. The Color Matching System uses a pouch, from which paint paste can be poured instead of retrieving the paste from pots and tins. This system leads to a reduction of product losses of almost 6%, whereas the total packaging weight per liter paint paste is reduced from 270 grams to 7 grams. Due to savings in terms of space and thus also in transport, this system leads to a reduction of CO2 emissions.

Other nominees for the "Aangepakt" award were Albert Heijn ("Puur en Eerlijk" dishwasher tablets in a sugar packaging box) and Diversey (glass cleaning concept).

Packaging waste trends in 2011

The success of plastic packaging collection is still growing

The collection of plastic packaging waste from households in the Netherlands is a huge success. After becoming fully operative, almost all municipalities have adopted an active policy in collecting plastic packaging waste within two years. In January 2011, ten times as much plastic packaging was collected compared to in January 2009.

The collection and recycling of plastic packaging from households has even increased in 2011. Until October 2011, 82.000 tons were collected separately, 59.000 tons were recycled. This is almost the same amount as was achieved in 2010 (83.000 tons collection, 59.000 tons recycling). The weight of plastic packaging recycling from post separation of residual waste will likely to be higher than in 2010 too.

An absolute comparison might not be completely accurate, as in 2010 some municipalities still had to start their collection of plastic packaging waste. For analysis of the amount of plastics collected per household, only municipalities that had an operational collection system in 2010 and 2011 were



(Continued from page 13)

selected. Collection results show that until October 2011, each household collected 18% more than in 2010. If collection will remain constant in the last two months, each household will collect about 15 kg. plastic packaging waste in 2011.

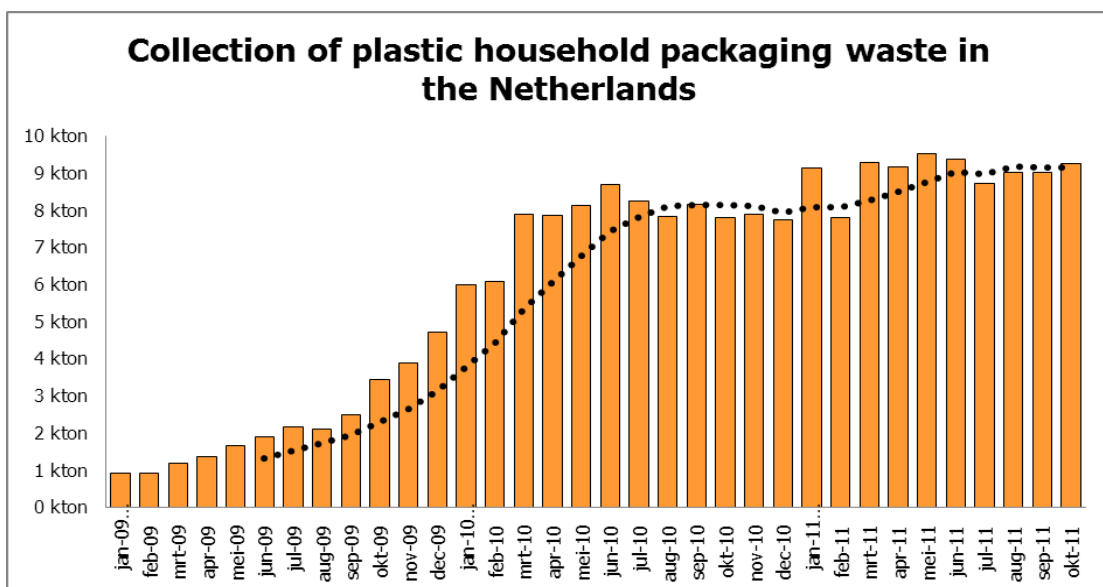
Sorting of plastic packaging waste in the Netherlands

In September, the first automated plastic packaging sorting plant in the Netherlands was opened. The plant, operated by SITA, is built to sort all types of plastic packaging, including e.g. foils/films.

About 85% of the sorting input is sorted and prepared for recycling.

New collection initiative: reverse collection

The city of Zwolle (120.000 inhabitants) has started a pilot in “reverse collection”. The concept is that citizens have to bring their residual waste to bring banks, whereas separate waste (under which packaging waste) is collected at home. By this, the city wants to encourage separate collection and to decrease the amount of residual waste. At the moment, the first results are being analyzed, so general conclusions cannot be drawn yet. However, first impressions are positive.



ECOPACK *ECOPACK news*



Nationwide organized Eco class for 100 000 children in over 400 schools

At the beginning of the new school year, Ecopack Bulgaria developed and distributed over 400 sets of instructions to teachers, 680 sets of posters and 70 000 books to over 400 schools in 95 municipalities. The objective of this initiative was to involve over 100 000 kids targeted at children from 1st to 4-th

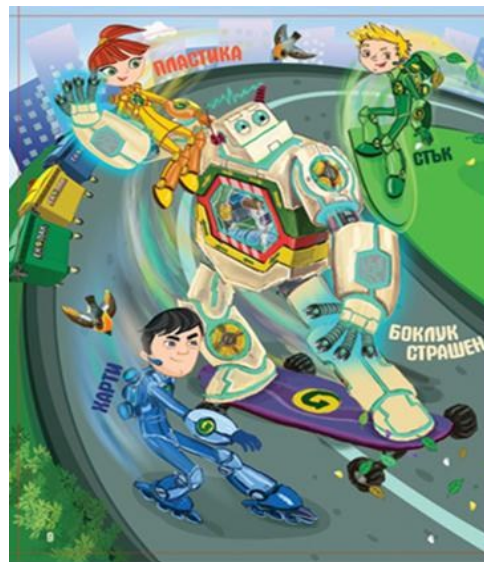
grade. The book introduces the three heroes of recycling: Harti (Paper) Plastika (Plastic) and Stuk (Glass) and the Terrible Garbage. They tell the tale of separate collection and recycling, what is a packaging and what is its purpose, how packaging can be recycled and why this is

(Continued from page 14)

useful and what kids can do themselves to act on waste materials.

These books, together with the instructions for teachers and 10 posters to illustrate the lesson (describing the way of the packaging and the importance of separate collection for the environment), were the basis for the organization of an Eco-class. This initiative was developed with the participation of pedagogical experts as well as with the support of the Ministry of Education. During the lesson, the children were informed on the origins of raw materials, interesting facts about recycling, what can be made from waste materials, etc...

We encouraged teachers to organize the eco class on a regular basis in order to involve children as much as possible. In order to get feedback from the schools, Ecopack is organizing different competitions and contests with prizes for schools going to the best organized eco classes - pictures, signed commitments to separate the waste, etc.



Posters used to illustrate the lessons on recycling.



Rekopol news



Corporate social responsibility - Rekopol and customer activities

For several years we have observed the growth of entrepreneurs interest in building the ecological picture of brand and corporation. It results from the growth of ecological awareness of entrepreneurs and customers, who pay attention to the ecological virtues of packaging and product. It's fashionable to be eco-friendly. Because of this, more and more companies from the polish market established ecological operations destined to build ecological awareness amongst employees, local community and society.

Rekopol supports its customers in CSR building. Extensive experience in creating and carrying out of different types of activities and projects with and for clients has led to creative thinking over tailor-made undertakings, well fitted for each consumer.

More and more of them profit from our experience. Lately we supported them and organized different types of educational activities, among others, one

with Unilever Poland, L'Oreal Poland and Auchan Poland.

Rekopol's employees payed visit to the ice factory Algida which belongs to our shareholder Unilever Poland. Algida's employees took part in a traditionally organized "Day of Safety and Environment Protection" abound with shows, exercises and competitions concerning work safety, health, first aid and environment protection. Rekopol prepared for factory employees a special stall where they could get information concerning recycling. A competition was organised in which participants have to segregated waste within a defined time. The main purpose of this event was to remind employees about the necessity and principles of waste segregation on the premises.

Rekopol carried on some activities in the limits of programme introducing the strategy sustainable development in Auchan Poland. This project included



(Continued from page 16)

training for employees relating to the management of packaging waste in the enterprise and, educational events for network clients connected with packaging waste collection. Everyone who brought waste paper, PET bottles or glass received a special coupon which could be used in Auchan market. Our company promoted selective packaging waste collection during the picnic for L’Oreal employees

and their families. We tried to introduce an ecological motive according to the rule “to learn by fun”. We prepared some crosswords for children based environmental protection. We are glad that more and more entrepreneurs are introducing different types of educational and inquiry programmes which promote selective packaging waste collection and its recycling.



ECOEMBES

SEPARAR PARA RECICLAR

ECOEMBES news

www.reciclaenvases.com—the new Ecoembes website

Ecoembes launches www.reciclaenvases.com, a new recycling space aimed at citizens to discover not only the importance of recycling, but to learn how to do it properly. The website deals with citizens doubts on daily separation packages in a dynamic and close way while offering the tools for responsible recycling, allowing for social commitment to a cleaner planet.

Learning is not at odds with fun. Therefore, the new website includes Minimundi, a virtual world like a tamagotchi which evolves depending on the care it receives. The world consists of characters as unique as a brick cow or a bottle whale. Furthermore, characters like Alex and Robix will teach younger children everything they need to know about separation and recycling of packaging.

Teachers and educators have their own space on this platform. Through a specially designed section, they will have at their disposal tools, proposed activities and applications, so that they can explore and share their knowledge about

separation and recycling, and can in turn transmit this to the great recyclers of the future, that are our kids.

To address citizens' concerns and avoid mistakes when recycling, the new website includes a packaging search engine, a very useful tool explaining which container is to be used for each package according to their type, material (lightweight or paper and cardboard packaging) or product it contains.

EN LA ACTUALIDAD RECICLAMOS EL 60% DE LOS ENVASES LIGEROS Y DE CARTÓN: 1,2 MILLONES DE TONELADAS CADA AÑO. PERO, SI CADA VEZ SOMOS MÁS CONSCIENTES, SI SEPARAMOS RESIDUOS, SI CADA VEZ SOMOS MÁS CONSCIENTES, SI SABEMOS Y ENDESEMOS EN QUE CONTENEDOR VA CADA ENVASE, "ESAS CIFRAS SEGURO" CRECIENDO. PARA ESO ESTAMOS AQUÍ, PARA QUE, ENTRE TODOS, MUJERES, HOMBRES, ADULTOS, JÓVENES Y NIÑOS, PODEMOS PENSAR Y HACER UN FUTURO MEJOR. DEPENDE DE TODOS, TAMBIÉN DE TI.

RECICLAENVASES APRENDER A RECICLAR ENSEÑAR A RECICLAR ¿QUÉ ES ECOEMBES?

Buscador de envases
¿Dónde debe ir cada envase?
 selección el envase
 selección el material

¿No estás seguro? ¿Cómo qué contenido?
 selección el contenido

DESTACADOS

Alex y Robix
 Conoce a dos personajes que te harán descubrir, con sus vídeos, el mundo de la separación y reciclaje del modo más divertido.

Mini-mundi un juego de niños
 Te damos tu propio planeta para que lo cuides y vayas aprendiendo todo lo que necesitas para mantenerte saludable. Mini-mundi está lleno de juegos y secretos que irás descubriendo mientras lo vas creando.

Esta semana en el blog "Amarillo, Verde y Azul"

- Las "botellas solares" revolucionan los hogares húmedos de Filipinas
- Recicmate: la torre de PC de cartón reciclado
- Hágase la luz... con excremento de perro

OTROS CONTENIDOS DESTACADOS /



Annual workshop for licensees companies

On 27th of October, ECOEMBES held in Madrid its annual meeting for licensees companies, with the workshop "Packaging Environmental Footprint".

More than 150 professionals from different companies with responsibilities in the field of packaging attended this event, was an event with the aim to inform on the current European initiatives, as well as to analyze the keys to implement

successful strategies for tackling the environmental challenge of climate change. In this context, Ecoembes offered the first step of the 'Design for Recycling Project': the translation into Spanish of the Guide "Plastic packaging. Recyclability by Design", edited by the UK organization Recoup.

Design for Recycling Project

'Design for Recycling' was created to offer companies the 15 year expertise of Ecoembes in the recycling of packaging waste. The objective is twofold. First, to make companies aware of the impact that the design of packaging has on its recycling; and second, to promote the practical integration of aspects relating to the management of packaging waste in the design process (early integration). As a result, Ecoembes has developed different tools and support services that will be progressively available to the licensees companies, for free.

As a part of this project Ecoembes has translated the Guide "Plastic packaging. Recyclability by Design", edited by the UK Organization Recoup, into Spanish. The guide can be downloaded from the [Ecoembes website](#)

At the moment Ecoembes is developing a software tool for analyzing the recyclability of packaging. The tool will be exclusively for licensees companies.

'Design for recycling' was also introduced to the Public Administration and the general public during a workshop held on the 15th of November in Barcelona, which title was: Improve the packaging recyclability: Design for recycling.

More information at DisenaparaReciclar@ecoembes.com

New Best Practices on Ecodesign On-line Search Engine

More than 430 practical cases from more than 290 companies. The new version includes the description in English of the environmental improvements. Try it [here](#).

3rd Packaging Declaration Workshop

Following last year's success, Ecoembes is organizing a new edition of the training seminars on the new version of the packaging software "ECOSOFT v15". The aim of the training is to help licensed companies with their annual statements on packaging that, as every year, must be submitted before 28 February. The workshops that began in November 2011 will end in January 2012 and are organized

with the cooperation of the Chambers of Commerce of 11 Spanish cities including Madrid, Toledo, Valencia, Alicante, Valladolid, Vigo, Pamplona, etc. According to the number of reservations, almost 800 attendees from more than 600 different companies will attend the conferences.



Fost Plus launched new LCA tool at packaging seminar

On 21st November, Fost Plus organized a seminar on packaging optimization. The purpose was to present to licensees the principles of optimization, interesting tools for optimization and examples of good practices from leading companies.

During the seminar, Fost Plus presented a new internet tool: a simplified LCA tool that allows licensees to identify the biggest impacts of their packaging, and helps them to reduce these impacts. The tool calculates values for impacts on CO₂, energy and water. For each of them, the

most contributing life cycle step can be identified. Once these are identified, the company can consult advice to reduce the impact of the packaging. Moreover, the company can simulate and visualize the impact of each possible action.

This tool is available at www.pack4ecodesign.org, in French, Dutch and English, easy to use and with practical information. A tutorial helps the user to use it.

For all information, you can contact prevention@fostplus.be.



The website gives a description of an optimization approach, has a focus on packaging and food waste, and contains legislative information, interesting links...



After choosing the type of packaging the user wants to optimize and introducing its own values or by keeping the default values, the user can see the environmental impacts of the packaging, as well as the influence of the different life cycle steps.

For each life cycle step, optimization actions are proposed. More information is provided such as goals, interests, advices, possible negative effects and examples. The benefit of an action can be seen and compared with the case of reference.



Fost Plus provides CO2 attestations to its members

Recycling has positive effects on the environment, but how can one illustrate this with figures? Fost Plus quantifies this reduction in CO2 equivalent (CO2e) and gives its licensees the opportunity to show it with a personalized attestation.

A study ordered by Fost Plus compared the CO2e emissions in the recycling system set up by Fost Plus with the emissions without a recycling scenario.

In the recycling scenario, the study considers the emissions due to collecting,

sorting and recycling plastic bottles, metal packaging, drink cartons, glass and cardboard. A comparison is then made with a scenario without recycling, taking into account collection, energy recovery, as well as production of virgin materials.

Each licensee can ask for their free attestation, calculated on the basis of packaging quantities they have put on the Belgian market. In this way, Fost Plus wants to thank its licensees and hopes to show the efficiency of common recycling efforts.

New applications for online Fost Plus declaration

Every year, the members of Fost Plus have to submit a declaration of all the household packaging they have placed on the Belgian market. There are various declaration systems and members choose the system that best suits their company.

The declaration can be carried out in two ways: through a paper declaration form or, much more easily, online. Fost Plus has recently developed two new online declaration programs: **ePack** and **FostPack**.

ePack can be used by members undertaking a common detailed declaration, for example: for Fost Plus, for their household packaging as well as for VAL-I-PAC for their industrial packaging. Members who only fill in a declaration for Fost Plus should use FostPack where all possible declaration types are available. With these new applications, members will be able to fill in and submit their declaration from 2012 in a quick and simple way over the internet.

The applications have been developed in collaboration with the members of Fost Plus and VAL-I-PAC in a working group. The group has met on a regular basis and members have been able to test the application and provide feedback.

The new online applications offer the following advantages:

- the applications can be consulted from any computer with internet access
- from the start, historic data from the last 5 years is available in the program
- the application leads users step by step through their declaration and makes sure they don't forget anything
- the application automatically calculates their contribution and compares every new declaration to the former one.

And last but not least, members are encouraged to use the internet applications because of its longer deadline. Declarations can be made online until the 28th of February, while the paper declaration form has to be submitted by the 31st of January.



ENVI-PAK news



The Conference Municipality and the separate waste collection 2011 organized by ENVI-PAK welcomed representatives of Slovak municipalities

The future waste legislation and financing of separate waste collection in Slovak municipalities were the main topics of the second annual Conference of Municipality and separate waste collection 2011. The conference took place on 29th September 2011 and was organized by the recovery scheme ENVI-PAK. Spokesmen of the Slovak Environmental Agency and the Slovak Environmental Inspection informed representatives of Slovak municipalities about the changes waste management authorities were going to bring in the new upcoming Waste Act and the new Waste management plan for the years 2011 - 2015.

The Slovak Republic has to implement the Waste Directive; therefore the Ministry of Environment is preparing a new Waste Act. During the conference, the representatives of the municipalities had the opportunity to discuss their ideas directly with the experts involved in the creation of the Act. In order to set the conditions of separate waste collection in municipalities for the future, it is necessary to know the current situation, and therefore the situation of separate collections in Slovakia was presented at the conference.

The legal record of waste management and compliance with waste legislation is a hot topic for all municipalities in Slovakia. The Slovak Environmental Inspectorate therefore informed the conference participants about inspections to check the compliance with current legislation, to establish the most common mistakes and to impose sanctions for municipalities.

The Slovak Environmental Agency presented the strategic objectives of the

waste management for the Slovak Republic, with a particular emphasis on reducing landfill. It is necessary to introduce tools for waste reduction, to reduce the hazardous characteristics of wastes and support the reuse of products (prevention plans) and also increase the volume of waste recovery, including energy recovery.

The challenge for municipalities for the next period is also the obligation to implement the forthcoming collection of biodegradable municipal waste. Conference participants welcomed the practical information and examples for solutions.

The winners of the second annual competition of "The Best Separating Municipalities in Slovakia" were announced at the Conference Municipality and the separate waste collection 2011 by enunciator ENVI-PAK. 9 prize-winners were announced in following categories:

- The main prize for the best separating municipality in Slovakia,
- Best municipality at the waste collection of paper,
- Best municipality at the waste collection of plastic,
- Best municipality at the waste collection of glass,
- Best municipality at the waste collection of beverage cartons;
- Municipality with the "best separating citizens",
- Municipality with the best separate waste collection infrastructure,
- Municipality with the best separate

Continued from page 21)



- Municipality with extraordinary achievement in the field of waste management.

Winners divided cash prizes worth 10.500€, which are to be invested into the development and promotion of separate waste collection.



Proud winners at the second annual Conference of Municipality and separate waste collection in Slovakia.



Green Dot news



Environmental Educational Package for Primary Schools

Green Dot Cyprus in cooperation with the Cyprus Ministry of Education and Culture has developed the educational package “Proper Waste Management” for the Primary school teachers. The educational package was developed to provide, through the teachers, correct and consistent information for waste management and recycling in Cyprus. The development of the package was scientifically supported by the Cyprus Pedagogical Institute and the Frederick

University. Part of the financing of the project was provided by Lanitis Brothers Ltd and The Coca Cola Company.

The educational package contains a Manual, a CD and a DVD to be used in the classroom. The DVD contains a short educational film for proper Waste Management, and the Manual and CD contain additional information and a variety of assignments for the classroom.

Green Dot Cyprus undertakes initiatives

(Continued from page 22)

for the environmental education of children. Among other things we organise visits of well known actors to schools to raise awareness and educate students about the recycling programs. Special short films were also developed to support these visits. In addition, children comics were created for children of younger age.

Lately our Organization has developed a number of online games in order to approach the youngsters and create awareness for recycling and proper sorting (i.e. www.recyclinghero.com.cy). Moreover, we have donated more than 1000 recycling bins around the island.



Green Dot Cyprus cooperates with Tetrapak and promotes Recycling in kindergarten schools

Green Dot Cyprus in cooperation with Tetra Pak Ltd organized presentations around the island to educate the teachers of Public Kindergartens for the recycling programs. Tetra Pak additionally donated to the public schools a set of bins for lightweight packaging and Paper. This important gesture enriches the successful cooperation of our Organization with responsible organizations like Tetra Pak.

The teachers that attended the lectures had the opportunity to learn more about the recycling programs to help them educate the children correctly.

Along with packaging bins, every school was equipped with a battery recycling bin, a contribution of AFIS Cyprus Ltd, the Cyprus battery recycling system managed also by Green Dot Cyprus.

Green Dot Cyprus makes Christmas Greener!

Green Dot Cyprus aims to overrun itself by creating a Christmas tree made of recyclable packaging, even higher than the one made two years ago! Our Organization aims with this initiative to promote the Christmas spirit along with the responsibility towards the environment in a fun, yet unusual way! Our Christmas 2011 tree will stand 20 meters tall and will be decorated with 20,000 packages. The tree will stand in Europe Square at Larnaca from the 3rd of December until the 7th of January 2012.

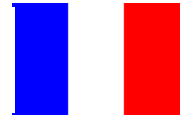


Green Dot Cyprus' 20 m Christmas Tree.



ECO
EMBALLAGES

Eco-Emballages news



Developing recycling in French overseas departments & collectivities and Corsica

Eco-Emballages is issuing a call for proposals to industry, operators, local authorities and research laboratories to develop local recycling in French overseas departments & collectivities and Corsica.

In mainland France, 92% of all the household packaging sorted is recycled inside the country. The situation is very different in Corsica and French overseas territories. 94% of the packaging sorted in overseas territories is exported whereas for Corsica, 100% is sent to mainland France.

Small quantities, a lack of local markets and scattered sources of packaging are all factors and this has to change. Because developing local recycling operations is an opportunity for overseas territories to improve their economic, environmental and social performances:

- Reducing the environmental impact of recycling by limiting the transportation of waste
- Creating a sustainable local economy

- Cutting costs for citizens and consumers

To meet the challenges related to the specificities of each territory, Eco-Emballages is issuing a call for proposals to create local recycling processes in French overseas territories and Corsica. Industry, operators, local and municipal authorities and research laboratories are invited to submit proposals for an industrial development project, a type of technology involving recycling or the on-site uses of recycled materials.

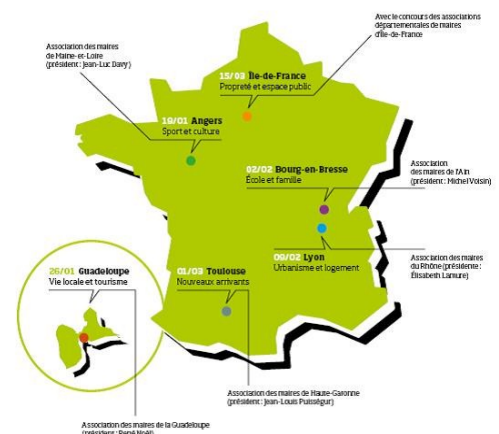
The call for proposals specifically targets household packaging, but applicants may highlight the way their proposals complement other types of recycling and/or recycled material uses.

Proposals will be selected based on a their approach to sustainability giving special weight to sustainable development criteria in terms of economic, environmental, social and community aspects.

“36,000 for sorting”: A reflection on sustainable development, recycling and citizenship in municipalities

Since it was established in 1992, Eco-Emballages has been working with communities in charge of collecting household and non-household waste on their own territory. Today, more than 1,000 authorities are in partnership with Eco-Emballages, which covers 96% of the French territory.

Eco-Emballages would like to work more closely with mayors, who are elected with universal suffrage and act as the referent person for citizen's questions relating to daily life, including when it comes to



(Continued from page 24)

sorting packages. Furthermore, as far as sustainable development is concerned, sorting represents a very specific commitment for citizens: 93% of French people consider waste sorting as the number 1 action for the environment.

Therefore, in order to meet citizens' expectations on this subject, Eco-Emballages and AMF (the most important association of mayors) are organising a series of local meetings targeted at France's 36,000 mayors, entitled "36,000 for sorting", which will take place over

the next 6 years and address the following 6 topics:

- Urban planning and housing
- Cleanliness and public space
- School and family
- Sports and culture
- Local activities and tourism
- Newcomers

These local meetings will enable concerned parties to share experiences and exchange best practices, as well as discover innovative solutions, which will feed into the debates and allow everyone to present their experiences.



ARA news



8th ARA Lecture featuring Gro Harlem Brundtland

Former Norwegian prime minister Gro Harlem Brundtland was the most recent guest speaker at the ARA Lectures, which are hosted by the Vienna University of Technology. The 8th ARA Lecture took place on 12 October 2011; it was attended by business people, academics, politicians, and students.

In her presentation, Brundtland addressed the challenges associated with a global sustainability concept. According to ARA CEO and management spokesman Christoph Scharff, the event was a particular highlight of the ARA Lecture series: "The name Brundtland is inextricably linked to the concept of sustainable development. The Brundtland Report promoted a convergence between environmental protection, social equity and economic development. Balancing these three aspects is a challenge that ARA, too, is facing on a daily basis."

Almost 25 years ago, Gro Harlem Brundtland, then chair of the World Commission on Environment and Development, helped establish sustainable development as a political concept. The final report of the commission (the "Brundtland Report") was published in

April 1987. It is to this day considered a milestone in environmental policy.

With regard to the current state of affairs, Brundtland noted that there are currently around seven billion people living on this planet and the world is still a long way from developing sustainably. She emphasized that economic growth and environmental protection alone are not enough - we must also focus on social equity, as all three are crucial to building resilient and sustainable societies.

In 2007, Brundtland was appointed UN Special Envoy for Climate Change by UN Secretary-General Ban Ki-moon. She served as Director-General of the WHO and is a founding member of "The Elders", an independent group of eminent global leaders.

A video recording of Brundtland's presentation is available [here](#).



ARA launches new ad campaign

In the run-up to Christmas, ARA has launched an ad campaign about packaging recycling. With this campaign, ARA aims to raise awareness for the collection and recovery of packaging as well as for saving resources.

An online game with great prizes was launched simultaneously to make the

campaign even more effective and to motivate people to really think about recycling making it part of their daily routine. The game is promoted in the ads and on Facebook.



GREENPAK news



GreenPak wins 2011 Sustainable Development Management Award

GreenPak has been honoured with the “Management Award for Sustainable Development” at the 6th Edition of the Environment Award for Enterprise, organised by the Cleaner Technology Centre together with Wasteserv Malta. GreenPak was credited with being impressive in influencing government policy and legislation, setting the rules for the recycling industry, while creating a sustainable financing mechanism for its operation.

More importantly, GreenPak has put Malta on the right path to keeping in line with the EU. GreenPak CEO Ing Mario Schembri described how Pro Europe had enabled them to stop making expensive mistake and how Maltese manufacturers’ environmental standings have improved as a result of the Green Dot Model: “Thanks to this commitment, today in Malta, there is an increasing acceptance of the producers’ responsibility model as manufacturers appreciate that EPR enables direct financing of recycling, encourages them to create products that are easily recycled, stimulates innovation in design, manufacture and materials, and creates green jobs.” Schembri also highlighted the importance of education as a tool towards increasing recycling; “Our investment in various educational campaigns - whether among primary and secondary school students, or in various localities in Malta and Gozo - served to raise more awareness about the importance of recycling. Public participation is being constantly and actively encouraged.”



GreenPak CEO Ing Mario Schembri accepting the “Management Award for Sustainable Development”.



SEKOPAK news



Sekopak incorporates the Green Dot into company identity

As of January 1, 2012, Sekopak will launch a new identity promotion campaign in the public, aimed to promote joining of Sekopak brand as a well known trademark for packaging waste recovery activities in Serbia and the Green Dot trademark as the world-wide reknown financing symbol. These two will join in one Sekopak logo, to send a strong message to domestic

market, that Green Dot legal representative is Sekopak and to the consumers, that the company placing this symbol on their packaging is responsible towards the environment and is contributing to the financing of the recycling system we all strive to implement.

Sekopak in Pančevo: Action “Recycle Your Packaging!”

As a part of solving the problem of packaging waste in the Republic of Serbia, Sekopak has launched the action “Recycle Your Waste!” in order to have as many cities and municipalities as possible involved in the process of packaging waste management. In March 2011, through a media campaign and in cooperation with our partners, (JKP “Higijena” Pančevo, the City Administration of Pančevo, and schools) an action to introduce the citizens of Pančevo with the system of primary sorting of waste began. A pilot-project including households and commercial premises in the City of Pančevo, with a population of about 130,000, proved to be successful. Volunteers, equipped with hats, T-shirts and identification tags with logos of partners involved in the action, visited households once a month, bringing them free “Sekokesa” bags, with explanations, a brochure and instructions with the specific time for taking out the recycling bags, as well as a list of components that can be disposed of in the “Sekokesa” system. In this way, citizens disposed all packaging waste in “Sekokesa” bags (paper/cardboard, plastic, glass, metal, wood) and took the bags out together with mixed household waste. Commercial premises were visited by representatives

of the communal company, who distributed free “Sekokesa” bags according to the needs of the commercial properties. Bags with sorted waste were transported for secondary separation weekly, using vehicles of the communal company.

This action lasted for three months and during this time a total of 9.8 tons of packaging waste was taken out from 1,750 households and 90 commercial properties; for recycling rather than for landfill. In the third month of the action, a participation rate of 30-35 % was accomplished, i.e. about 560 out of 1,750 households regularly recycled their waste. The participation of cafes and restaurants gradually increased and in the third month, “Sekokesa” bags with packaging waste were regularly being taken out from 30-35 commercial premises.

After this action, representatives of Sekopak concluded an agreement to establish a new system for the management of all types of packaging waste with the City of Pančevo and JKP “Higijena” from Pančevo. In this way Pančevo was added to the list of cities with which Sekopak already has successful cooperation in the area of packaging waste management. This means the

(Continued from page 27)

possibility for recycling is increased, and the quantities of waste that need to be disposed in landfill is decreased. This in turn, extends the life of a landfill, reduces imports of raw materials,

preserves natural resources and protects the environment. Through this process, Serbia is also achieving compliance with EU legislation, as well as implementation of the National Strategy for Waste Management.



Sekopak's recycling campaign in Pancevo, Serbia.

Kamion u Pančevu sakuplja Sekokesu



Valpak news



Valpak Assists Lifestylers' Crusade for a Greener Future

Valpak, the UK's leading Packaging Compliance Scheme, has supported Humberside Police Force with their Lifestyle Campaign's Recycling Challenge.

Lifestyle's Recycling Challenge inspired groups of young people to reduce, recycle and reuse items.

With a little imagination, teams undertook a fabulous array of projects which included making clocks from recyclable material found around the home, to undertaking large recycling campaigns and finding new homes for unwanted items such as books, CDs, blankets and towels.

All in all, many people, communities and animals have benefited as a result of the teams' work, as they have helped to divert some waste from landfill by giving items a new lease of life!

Nigel Tomlinson, Commercial Manager, Valpak, said:

"Valpak are delighted to be involved in Lifestyle's reduce, reuse, recycle initiative. Through our recycle-more website, we promote the importance of reusing and recycling waste or unwanted items and packaging, and are therefore pleased to support an initiative that helps us to communicate these messages to the local community."

"Many people are not fully aware of the reuse and recycling routes that are available to them and some don't know what they need do to be more environmentally friendly. We hope that this initiative will help people in Humberside to realise that there are a

(Continued from page 28)



number of steps that they can take to reduce their impact on the environment.”

The prestigious Lifestyle Awards took place at the Hull City Hall on the 16th November. Valpak rewarded one team's endeavours at the awards.

WEEE Recycling Advert to be Screened at Christmas

Valpak Limited has teamed up with a number of other UK compliance schemes, reproprocessors and recyclers to form an industry partnership called WEEE connect.

WEEE connect has jointly raised over £53,000 for a campaign to increase Waste Electrical and Electronic Equipment (WEEE) recycling. The money has been used to fund the production of a WEEE recycling awareness advert and television airtime. After Christmas and during the New Year period the 30-second advert will be aired across the UK and should be viewed by approximately 34.8 million people. The advert has been designed to encourage consumers to recycle their small household WEEE items and to prevent these items from being thrown into waste bins.

Duncan Simpson, Valpak's Director of Sales & Marketing, said:

“Valpak are pleased to be involved in this fantastic WEEE recycling advertising initiative. We're keen to ensure that more householders are aware that there is now an established recycling route for their waste electrical and electronic items.”

“We hope that this campaign will help people to realise that they do not need to throw these items away for disposal to landfill, and that they can easily and conveniently drop these items off for recycling. We think that this initiative will help householders to realise that once their electronic items are safely dropped off at licensed recycling points, they will be collected, treated and recycled correctly.”

To view the advert and for further information please visit:

www.weeeconnect.co.uk



Repak news



Irish Packaging levy decisions Postponed Until 2012, At Earliest

The proposed controversial new packaging levy will not be decided until next year, a Department of the Environment spokesperson has told a local Irish publication Retail Intelligence. Doubts over the proposed levy arose when it was not mentioned in the government's autumn legislative programme, which was revealed in early September.

A spokesperson for the Department of the Environment told RI that the levy would

not be implemented until “next year at the earliest, if at all.” The packaging levy, proposed by Environment Minister Phil Hogan, has been criticised by retailer groups and trade bodies citing it as a double taxation on industry.

The spokesperson said, “It would have been premature for [the packaging levy legislation] to be in this legislative programme, but that's not to say that it

won't be in future legislative programmes depending on the Minister's decision. It might require other departments to be involved as well in the legislative process; the Department of Finance especially.”

It is understood by Repak that the Department received 67 submissions on the levy during the summer consultation period.



Repak Recycling Week 2011

Our focus of communication this year for Repak Recycling Week was again concentrating around the workplace and the theme was 'Recyclemore in the Workplace'. Our research this year found that people are great at recycling at home with over 95% of us regularly recycling in the kitchen. However these habits seem to be forgotten when in the workplace and only 46% of people claim to regularly recycle in the canteen/office kitchen.

We designed a series of downloadable posters for each area of the office for Repak Recycling Week and these can be downloaded from [here](#) and placed around the workplace to help your colleagues understand what packaging items can be recycled in the office and to also encourage them to recycle more.



Parkour Video: We shot an acrobatic Parkour Video to highlight recycling in the workplace, to make recycling fun and to encourage people to recycle more. You can watch the parkour acrobats recycling around the office while doing some very energetic and athletic moves [here](#).

Recyclemore App: During Repak Recycling Week we also launched our new recycling search facility app called 'Recyclemore Search' which has been designed to help you locate you're nearest recycling facility, bring bank or recycling centre. In conjunction with the 34 Local Authorities we have geo coded 99% of the 2,000 recycling sites nationally. The app uses GPS locator on your iPhone to locate the nearest recycling facilities which can be filtered by material type, recycling facility type (i.e. bring bank or recycling centre), local authority area and location. Also if users don't have GPS locator on their iPhone they can locate facilities by geographic area. This lists them by name, distance from you, and location. If a site is selected the app will show directions on Google maps to it. The application will be initially available on the iPhone, but will be launched on both Android and RIM (Blackberry) in the coming month.

Facebook Competition: We ran a competition off our Facebook page 'Repak Recyclemore' to highlight the launch of our new app. The prize was a new iPhone 4S and the entry mechanism was to simply answer the name of the new app and to pledge to recyclemore in the workplace. The winner was Tina Donnelly from Coolock.

Repak Awards and Conference 2011



We held the Repak Conference and Awards Ceremony in the Convention Centre in Dublin again this year. It was the 10th anniversary of the awards ceremony and we had a great turnout on the day from our members, stakeholders, local authorities and contractors. The awards were presided over by Minister Phil Hogan TD, for the Environment Community and Local Government and saw many other high profile companies recognised for major recycling achievements. The awards acknowledge best practice prevention in packaging recycling of companies, schools, local authorities and waste contractors around the country.

Our most prestigious award, the Repak Best Member Award was presented to the Musgrave Group for their excellent waste management record with 100% of their packaging waste being recycled. An example of this is Musgrave's Light weighting initiatives such as their 20% packaging reduction of their 5L plastic water bottle has helped to reduce their packaging placed on the market. The Musgrave Group operate over 3,300 stores under various trade names including SuperValu, Centra, Mace, Day Today, XL Stop & Shop, Budgens, Londis, Daybreak, Dialprix and is currently in the process of taking over the Super Quinn group. They have 25% of the Irish grocery market share. In addition to this, the company also offers wholesale and distribution services and in 2010 the Company recorded a gross annual turnover of €4.4 billion. The Musgrave Group operate in-store and online grocery, cash & carry, and convenience stores. Headquartered in Cork, the company operates through its subsidiaries in Ireland, Great Britain and Spain.

In total there were 12 awards,

The 12 winners of the awards on the day were:

- Repak Best Practice Award - Independent Retailer 2011 - **McInerneys SuperValu Supermarket, Loughrea, Co. Galway**
- Repak Best Member Award - **Musgrave Group**
- Repak/An Taisce Recycling School of the Year 2011 - **Summercove National School, Kinsale, County Cork**
- Best WEEE and Waste Battery Recycling Event of the Year 2011 - **Tesco Ireland**
- Best Waste Battery Collection Area of the Year 2011 (sponsored by WEEE Ireland) - **Wicklow County Council**
- Repak Best Practice Award - Hospitality 2011 (sponsored by Rehab Glasco) - **Castleknock Hotel and Country Club**
- Repak Civic Amenity Site/Recycling Centre of the Year Award 2011 (sponsored by Fehily Timoney) - **Dundalk Recycling Centre - V and W Recycling**
- Repak Recovery Operator of the Year Award - Large Company 2011 (sponsored by Tetra Pak) - **Thornton's Recycling**
- Repak Recovery Operator of the Year Award - Small to Medium Company 2011, Sponsored by Chartered Institute of Wastes Management - **Envirogreen Recycling**
- Repak Local Authority of the Year Award 2011 (sponsored by Rehab Glasco) - **Louth County Council**

We look forward to next year's conference and awards ceremony and would like to congratulate all the members who entered and to the finalists and winners on the day.

- Repak Best Practice in Industry Award - **Baxter Healthcare**
- Repak Best Prevention Initiative Award 2011 - **Arvato Digital Services**



HERRCo once again transmitted the “beat” of Recycling at the 29th Classical Marathon

Demonstrating once again its commitment towards the promotion of recycling in Greece, HERRCo contributed to this year’s 29th Classical Marathon on Sunday the 13th of November in Athens, lending this year’s event a strong environmental profile.

HERRCo, for the third consecutive year, supported the ideal of the Classical Marathon, undertaking the collection and the recovery of recyclable materials used by the competing runners, as well as the Marathon’s spectators, transmitting to spectators and competitors the “beat” of Recycling.

The collection of the recyclable packaging materials was managed by the official volunteer network of the Marathon’s Recycling program - which HERRCo supports - volunteers from the NGO “the World Group Institution”, and also other

volunteers of this unique happening.

At the same time, HERRCo took part with a specially modified kiosk across the Panathinaiko Stadium at the “sponsor’s village”. There, it had the chance to inform the public of the proper use of the blue bins and the importance of recycling by way of an interactive game, which showed the unique benefits of recycling, while there were special blue bins for the collection of recyclable packaging.

The activity resulted in the collection of more than 2 tons of packaging materials.

HERRCo’s dynamic and organized presence at the 29th Classical Marathon, shows in practice, that recycling through the Blue Bin is a simple and at the same time an important habit which is worthy of becoming an irrevocable part of our life.



Herrco promotes recycling at the Athens marathon.



The North American corner

STEWARDEGE

Canada's first fully industry-controlled stewardship program for packaging and printed paper

As previously reported in this section, in May 2011, the province of British Columbia (Canada's third largest in population) added a Packaging and Printed Paper (PPP) product category to its framework Recycling Regulation, effectively triggering the requirement for producers to develop a stewardship plan within 18 months (November 2012) and to launch a recycling program for these materials within 36 months (May 2014).

Currently, many municipalities across British Columbia (B.C.) offer curbside collection of paper and packaging. In some areas collection is provided by the city, others by the regional district and some by private collection companies under contract to the city or district. Moreover, a mandatory deposit system for beverage containers (excluding milk containers) has been in place for several years, and beverage containers are therefore excluded from the PPP stewardship requirement.

Unlike existing Canadian stewardship programs which operate under a shared responsibility model with municipalities, obligated producers under B.C.'s program will not only be responsible for 100% of the costs of managing their post-consumer packaging and printed paper, but will also be responsible for managing and

administering the infrastructure and operations to meet their obligations. While industry may choose to contract with municipalities for service provision, they are not obliged to do so.

In response to the regulation, affected industry have set up the not-for-profit agency Multi-Material British Columbia (MMBC). As a first phase in the development of a stewardship plan, MMBC issued a Request for Proposals in mid-July 2011 to carry out an analysis of the current recycling system and infrastructure in B.C., and based on this, to propose options for a system for the collection and recycling of PPP in the residential waste stream that would be 100% funded by producer fees, with MMBC controlling the design, contracting and funding, of the recycling collection programs. In proposing these potential system options, the selected firm has been asked to address how best to manage all aspects of the transition from the current system to a producer-funded, owned and controlled program, and in particular, to draw on the experience of relevant European jurisdictions.

The contract was awarded in September 2011, and the work for this first phase is expected to be completed by March 2012.





New Organization Devoted to the Collection and Diversion of Used Paper Foodservice Packaging

The Foodservice Packaging Institute (FPI), a US-based trade association for converters, raw material and machinery suppliers for foodservice packaging products in North America, announced in mid-November of this year the creation of the Paper Recovery Alliance (PRA), whose mandate is to develop and promote the collection and diversion of used paper foodservice packaging, and to build the North American market for used paper foodservice packaging.

Today, most foodservice packaging items are thrown in the trash and destined for landfills primarily due to limited infrastructure and lack of end markets for these materials. To address these issues, the group plans to develop the necessary collection infrastructure; expand the end use markets for collected fiber; educate consumers to increase separation; and collaborate with government officials. The PRA will set up pilot projects that include all parts of the value chain to understand and then overcome the existing challenges to paper foodservice packaging diversion.

The call for membership has been answered strongly, with founding members representing stakeholders from all parts of the value chain, including mills, raw material suppliers; converters; retailers/operators; waste haulers; recyclers; composting and waste-to-energy; sorting and other processing facilities. Founding members of the Alliance include some large well-known companies, such as International Paper, Solo Cup Company, Starbucks, RockTenn, and Yum! Brands Inc.

Members have voiced a strong interest in finding collaborative solutions that are likely to have a greater impact than individual company efforts. Moreover, PRA members have made it clear that they want to explore all diversion options, including composting and energy recovery, as they recognize not all forms of used paper food service packaging will be recyclable.

More information is available [here](#) and [here](#).



WE VALUE YOUR INPUT !

Please share with us your comments and suggestions to improve this newsletter continuously.

A story to share? Please send it to us and we will be happy to give it due consideration for an upcoming issue of the newsletter. Contact us at info@pro-europe.info