



PRO EUROPE Quarterly Newsletter

October 2012

Editorial

Dear readers,

Welcome to the autumn 2012 edition of our PRO EUROPE newsletter!

In our newsletter, we provide you with an overview of some recent EU policy developments of relevance to PRO EUROPE's priorities, including the Commission's study on Waste Management Performance of EU Member States. The newsletter also gives you a glimpse of recent PRO EUROPE activities and members' news.

As part of the work that we carry out on waste prevention, we were happy to launch a new website dedicated specifically to this topic in the summer. You can read more about this initiative on page four, followed by other recent PRO EUROPE activities. These include a well attended workshop on waste

prevention that we organised in Madrid and a useful meeting between PRO EUROPE's prevention working group and packaging engineers from Unilever.

The PRO EUROPE members' section provides information about inspiring initiatives and developments at national level. As always, I would like to thank all members for your contributions!

I hope that you will find the content of interest!

Kind regards,

Joachim Quoden
Managing Director
PRO EUROPE



Highlights in this issue:

| | |
|--|----|
| COMMISSION STUDY ON WASTE MANAGEMENT PERFORMANCE OF EU MEMBER STATES | 2 |
| PRO EUROPE LAUNCHES NEW WEBSITE ON WASTE PREVENTION | 4 |
| PRO EUROPE AT THE ISWA CONFERENCE ON SOLID WASTE | 5 |
| GREEN DOT CYPRUS ENGAGES IN CYPRIOT PRESIDENCY! | 8 |
| SOCIEDADE PONTO VERDE RECL'ARTE COMPETITION HAS A WINNER | 15 |
| REPAK IRELAND CONTINUES SOCIAL MEDIA PROMOTION | 19 |
| EXTENSION OF PLASTIC PACKAGING COLLECTION IN BELGIUM? | 23 |
| DEBATE OVER THE EFFECTIVE APPROACH TO EPR CONTINUES IN THE US | 31 |

PRO EUROPE EU Update

Every Friday our 'PRO EUROPE EU Update' is distributed to members - providing brief updates on EU-related developments of interest, as well as upcoming events in Brussels and beyond.

Please send an email to proeurope@webershandwick.com if you would like to be added to the list of recipients.

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EU POLICY DEVELOPMENTS

Commission Study on Waste Management Performance of EU Member States

THE STUDY REVEALS STRIKING DIFFERENCES BETWEEN EU COUNTRIES AND SUGGESTS THAT MANY FACE THE RISK OF FAILING ON THE 2020 TARGET FOR RECYCLING MUNICIPAL WASTE

On 7 August, the Commission released a study, available [here](#), conducted by BiPRO on waste management performance across the Union.

The study reveals striking differences between EU countries and suggests that many face the risk of failing on the 2020 target for recycling municipal waste. Ten Member States have been identified as the worst-performing countries in waste management.

Among the best performing countries in terms of development and implementation of recycling

systems are, according to BiPRO, Austria, Belgium, Denmark, Germany, the Netherlands and Sweden. According to the study, Southern European and newer Member States are identified as the worst offenders regarding poor municipal waste management in the EU.

On the basis of the study, the ten worst performing states will be singled out for attention by the Commission. As a result, roadmaps with recommendations for these Member States will be prepared after discussion with national authorities, which are taking place this autumn.

The action plans will seek to help the target countries to improve their waste management performance through economic, legal and administrative tools, in conjunction with EU funds.

In late August, PRO EUROPE published a press release, available [here](#), welcoming the study.

Commission Green Paper on Plastic Waste in the Pipeline

THE GREEN PAPER "SHOULD HELP FIND A STRATEGIC RESPONSE TO THE ENVIRONMENTALLY RESPONSIBLE AND RESOURCE EFFICIENT USE OF PLASTIC, INCLUDING ITS END OF LIFE PHASE"

Quote by Environment Commissioner Janez Potočnik,

In the context of its work on resource efficiency, the Commission is in the process of developing a Green Paper on Plastic Waste. According to EU Environment Commissioner, Janez Potočnik, the paper "should help find a strategic response to the environmentally responsible and resource efficient use of plastic including its end of life phase". The Paper is currently in the internal consultation process within the Commission, and no date has yet been set for its publication.

The Commission is also going to publish a Commission Staff Working Paper (SWP) on Marine Litter in the coming weeks. The SWP was initially intended to be adopted alongside the Green Paper. However, a decision was recently made to adopt the two documents separately.

On the topic of marine litter, three studies contracted by the Commission under a framework programme entitled 'Plastic Recycling Cycle and Marine Environmental Impact' are also ongoing, and expected for publication early next year. PRO EUROPE has been in

contact with the consultancies carrying out the projects and provided input based on contributions from the members.

The outcome of the three studies will feed into an upcoming conference on this topic in April 2013, organised by the Commission in Germany.



Update on Annex 1 of the Packaging and Packaging Waste Directive

The ongoing revision of Annex I of the Packaging and Packaging Waste Directive (PPWD) follows a regulatory procedure with scrutiny under the so called comitology system. According to this procedure, further to the decision of the Committee for implementation of the directive on packaging and packaging waste not to deliver an opinion on the measures proposed by the Commission, the draft was forwarded to the Council and the European Parliament (EP) for scrutiny.

The Council decided not to act on the issue, and no

objections were made by the EP during its scrutiny period of the dossier, which ended on 13 September.

As a result, the draft is now to be formally adopted by the European Commission. There is, in principle, no formal deadline foreseen for the Commission to adopt measures under this comitology procedure. PRO EUROPE is continuing to monitor the developments and will keep its members informed.

Also, the Commission official in charge of this dossier and PRO EUROPE's contact point on this subject, Ms. Diana Oancea, left the Commission

in early September this year. Her current replacement, Ms. Barbara Herrero, who is new to the Waste Unit, is taking over the PPWD dossier.

Given that Ms Herrero is an interim staff member, the exact timing of her mandate remains to be confirmed.

PRO EUROPE's Joachim Quoden and Fost Plus' Johan Goossens met with Ms Herrero in early October to discuss current issues related to the Packaging Directive and introduce Ms Herrero to the work of PRO EUROPE.

End of Waste Criteria for Glass Agreed

On 9 July, an EU regulatory committee agreed on End of Waste (EoW) criteria for glass cullet. Under the new rules, only glass cullet destined for remelting can be considered a product instead of waste. This measure is expected to encourage the use of glass cullet for remelting which can be used in a number of fields, including in glass furnace and road constructions. According to the Commission's Joint Research Centre, it is estimated that over 80% of glass collected across Europe will meet EoW criteria after proper sorting and treatment. Final adoption and

publication is expected by the end of the year.

The same regulatory committee, however, failed to agree on EoW criteria for scrap copper and recovered paper. While the criteria for paper is temporarily being held back as the Commission coordinates its position on the proposal, copper is being referred to the Council and European Parliament for potential adoption.

As regards other criteria under development, the JRC is currently in the process of integrating the comments received to the working documents on Plastic and Biodegradable waste with a

view to deliver reports to the Commission in the coming weeks.

The preliminary studies for Aggregates and Waste Derived Fuels, carried out by external consultants, were finalised this summer. After the JRC has analyzed these, the Commission will decide whether work will continue to develop end of waste criteria or not.

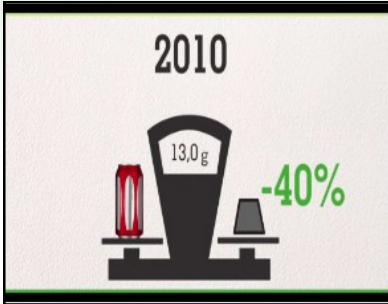
The JRC page on EoW criteria can be visited [here](#).

ACCORDING TO THE COMMISSION'S JOINT RESEARCH CENTRE, IT IS ESTIMATED THAT OVER 80% OF GLASS COLLECTED ACROSS EUROPE WILL MEET EOW CRITERIA AFTER PROPER SORTING AND TREATMENT.



PRO EUROPE NEWS

PRO EUROPE Launches New Website on Waste Prevention



One of the illustrations on the new PRO EUROPE website.

As part of the work to contribute to reducing the environmental impact of packaging, PRO EUROPE launched a new website this summer, which deals particularly with the issue of waste prevention.

The website, developed by PRO EUROPE's management and Prevention Working Group, will serve as a platform gathering a wide range of waste prevention initiatives that PRO EUROPE members have proposed to their clients. Examples

include eco-design tools, 'design for recycling' advices, best practice catalogues, trainings, awards, and more. The website also provides visitors with up to date information about packaging trends, eco-design, waste prevention as well as packaging legislation and its environmental requirements.

Waste prevention is on the top of the EU's waste management hierarchy and PRO EUROPE hopes that the website will help create awareness about the

importance of taking actions that contribute to this.

For more information visit www.proeurope4prevention.org or see the PRO EUROPE press release on the website [here](#).

Widely Attended PRO EUROPE Deposit Workshop in Madrid



Participants at the PRO EUROPE organised Deposit Workshop in Madrid in June 2012.

PRO EUROPE organised a Deposit Workshop in Madrid in June this year. The well attended workshop saw the participation of 24 representatives from 17 different PRO EUROPE member organisations, who discussed the issue of deposits and notably different implementation solutions for a deposit system for one way beverage containers. Various recent studies about the economic effects of the introduction of a deposit system were also presented and discussed.

The presenters at the workshop included Evripidis Dimou (Herrco) who gave an update on the situation in Greece and Paul Christiaens (Nedvang) briefed the participants of the situation in the Netherlands. PRO EUROPE's managing director, Joachim Quoden, provided a background briefing and informed the participants about the functioning of the German system and compared the German approach to the Scandinavian one.

In addition to the PRO EUROPE members, Heineken's

Piero Perron gave a presentation on deposits from the point of view of a beverage company and Ignacio García from Asedas also shared viewpoints of retailers.



PRO EUROPE at the ISWA Conference on Solid Waste

PRO EUROPE was well represented at the 2012 edition of the ISWA (International Solid Waste Association) Congress on Solid Waste which took place in Florence on 17-19 September 2012

Managing Director, Joachim Quoden, gave a presentation on 'Implementation of the Europe Packaging Directive –

Evaluation of the Current Status and Outlook for the Next Years' during a session on Waste Prevention. Representatives from PRO EUROPE members Nedvang, CONAI and Fost Plus also gave presentations on producer responsibility, touching upon issues such as their respective systems,

prevention initiatives and communication campaigns.

This congress, to which several international keynote speakers had been invited, focused, *inter alia*, on recycling, waste prevention, problems of developing countries as well as issues such as climate change and waste.



PRO EUROPE Letter on French Decree

On 19 September 2012, PRO EUROPE sent a letter to the European Commission about a French decree relating to a mandatory waste sorting symbol on recyclable products. PRO EUROPE is interested in this development as it is committed to providing the most practical and economical waste management solutions.

PRO EUROPE wrote that introducing a mandatory waste sorting symbol is not the most effective method of achieving such solutions for many reasons. For example,

collection systems are not harmonised at European level. Therefore, products which are imported or purchased at borders would then contain inaccurate sorting information. Furthermore, a mandatory symbol for sorting recyclable products could create a trade barrier as products may have to be individually packaged for the French market which is neither practical nor economical.

With waste management, efficiency is crucial and success relies on the active

participation of citizens. The consequences of the French decree could make sorting more confusing for consumers, leading to reduced citizen participation. Sorting information on-pack can only be useful when consumers actually learn where to dispose of packaging at a glance.

The standstill date for the French decree was 3 October.



PRO EUROPE Prevention Working Group in Useful Meeting with Unilever



In late September, representatives from the PRO EUROPE Prevention Working Group met with around 20 Unilever packaging engineers at the Unilever packaging design center in Rotterdam.

Several topics were discussed in detail, including prevention, optimisation and design-for-recycling. The discussions were fruitful and Unilever informed PRO EUROPE that they would welcome further input on designing their packaging for

recycling, particularly on the use of sleeves.

It was agreed to continue and intensify this dialogue, and it is planned that the next meeting will be dedicated to other special topics and the participants will be divided into smaller groups.

The PRO EUROPE Prevention Working Group includes members from Ecoembes, Eco-Emballages, Nedvang, Fost Plus, REPAK, Sociedade

Ponto Verde, CONAI and Duales System Deutschland.

New Data Verification Project to Determine Best Practices in Material Accounting

PRO EUROPE is committed in developing a project, referred to as the 'data verification project' to determine the best practices for its members in material accounting for the purpose of recycling. This project will also have the added advantage of surveying a number of countries (minimum 8) regarding the procedures that are used by Members States to report recycling data to Eurostat. This will be of particular importance as we are nearing the start of the revision of the packaging directive.

Last September 20th, Ecoembes hosted a meeting where DSD, Fost-Plus, SPV,

Eco-Rom, Eco-Emballages and Joachim Quoden were present to debate this project. This selection committee decided to reformulate the tender that should be sent to the four environmental consulting companies that were already questioned for budgets in a previous, less refined version of this project. A conclusion regarding who will develop this twofold project is expected before the end of the year.

Below is a summary of the new project's objectives:

- To analyze the work, scope and reporting of several Pro-Europe Members and to establish clear guidelines

and/or best practices in packaging waste accounting;

- To understand the data of each member organization in relation to the national data of the respective countries as reported to Eurostat;

- How each country, namely the agencies responsible to deliver the numbers to the EU, obtains and compiles the data for reporting to Eurostat.



A Common Tool for CO₂ Equivalent Emissions Savings Calculation

Several members of PRO EUROPE have their own calculation tool to determine the CO₂ equivalent savings due to the recycling of packaging. In order to harmonize that methodology and be able to provide coherent CO₂ equivalent savings attestations to their licensees, the majority of PRO EUROPE members have decided to develop a common calculation tool to quantify the environmental benefit in terms of carbon footprint of recycling and other recovery options as a CO₂ equivalent.

Objectives of the project

The project aims to develop a tool to calculate the reduction in GHG emissions resulting from recycling and

recovery for the different packaging types and materials. In practical terms, the objectives are therefore:

- to develop a user-friendly tool that is flexible enough to be adaptable for various country-specific situations as it will be used by all member countries;

- to determine the emission factors of recycling and recovery options in terms of greenhouse gas emissions per recycled/recovered ton of each type of packaging material

- to provide member companies with a quantified "CO₂ equivalent attestation" that emphasizes their contribution to the environmental benefits from recycling and recovery of

packaging.

Timing

The preparation phase and the data collection phase will be finalized by the end of the year. The tool will be developed at the beginning of 2013 and the test phase should start for the spring.

For any question, please contact Gaëlle Janssens at gaelle.janssens@pro-europe.info

PRO EUROPE to Launch Study Tracker

PRO EUROPE is in the process of launching a 'Study Tracker'. It will aim to provide an overview of past, ongoing and upcoming studies of relevance to PRO EUROPE's field of activity and priorities. The purpose is to maintain a repository of information on these studies and follow progress, while keeping PRO EUROPE members informed about any

new developments or areas of contribution.

The Study Tracker, which will be made available on the members' section of the PRO EUROPE website, will encompass an EU section as well as a national section. For the latter, PRO EUROPE members will be able to provide input about ongoing national studies which they

find relevant to share with other member organisations.

Calls for contributions for this section will be sent out on a regular basis.





PRO EUROPE MEMBERS NEWS



GREEN-DOT CYPRUS NEWS

Green Dot Cyprus Engages in Cypriot Presidency

Cyprus is for the first time holding the Presidency of the Council of the European Union for the period July – December 2012. We felt that this was a good opportunity to promote Green Dot and our work to the EU officials.

In that regard, we have furnished the lobby of the Nicosia International Conference Centre, where most meetings take place, with furniture made of recyclable carton paper.

The same carton cubes can be used to assemble other furniture like beds, bookshelves, desks etc. It is an interesting way to show the benefits of recycling. Along with this action, we have marked all the in-house recycling bins of the Conference centre with Green Dot Cyprus logo and we are managing all the recyclables (packaging) produced in the conference facilities.



Furniture made from recycled carton paper in the lobby of the Nicosia International Conference Centre

The 2nd Environmental and Recycling Festival and The 2nd Environmental Awards of Green Dot Cyprus



Attendees at the 2nd Annual Green-Dot Cyprus Environmental Awards

The 2nd Environmental and Recycling Festival of Green Dot Cyprus was a huge success, living up to the expectations we had from last year. The Festival took place on June 9th, at the Acropolis Park in Nicosia, while the previous night at the same place Green Dot Cyprus held its 2nd Environmental Awards Ceremony.

The Festival, which lasted for the whole day, gave the opportunity to children and adults to spend a productive and entertaining day while

learning about various environmental issues. Many of the activities of the Festival were dedicated to children who really enjoyed themselves! During the day, visitors had the opportunity to visit an impressive exhibition of many artists and organizations with exhibits made of waste.

The closing of the Festival in the night was a concert by a famous Greek band, which youngsters especially enjoyed. The Awards Ceremony the night before

was attended by the Minister of Interior, the Minister of Commerce and Industry, the President of the Environmental Comity of the Parliament and the Presidential Commissioner of the Environment.



Recycling Messages on Packaging

Last year, Green Dot Cyprus launched a program named “GDC Partner” through which companies promote their Corporate Social Responsibility and at the same time promote recycling and our work. Many companies have so far utilized the program, and along with our Organization, they have implemented a variety of actions aiming to

inform people about the importance of recycling.

One of the latest initiatives through the program was the recycling marking on the companies’ packaging. More specifically, recycling messages are printed on the packaging to inform consumers in which category (PMD, Paper, Glass), the specific package is recycled.

So far, more than 15 companies have already printed these messages on their packages.





ECO-EMBALLAGES NEWS

New Awareness Campaign for Waste Sorting



An example of Eco-Emballages' new awareness campaign in France

Launched on television on 17/9, the new Eco-Emballages campaign is continuing in October on radio and through social networks. To find our films, you can click [here](#). Looking beyond its quantitative impact, which will influence more than 85% of the French population, it will have a positive effect on perceptions. Using a simple and specific message, it proves the benefits of recycling and provides guidelines to reduce sorting

errors.

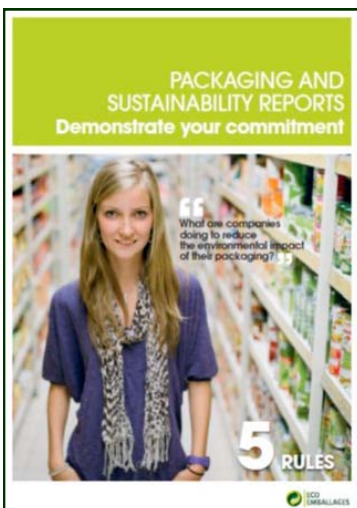
To celebrate 20 years since waste sorting and recycling were implemented in France, Eco-Emballages pays homage to the consumer. By using the Green Dot, everyone can take action. Every action can appear tiny at the beginning, but everyone acting together gives it real power.

This campaign also involves a set of web and publishing tools available to member companies and local

authorities so that everyone can relay the message and amplify the Butterfly Effect.



Packaging and Sustainability Reports



20 years ago, companies set up the Green Dot scheme – a first landmark for reducing the environmental impact of packaging, far before sustainability strategies got the level of attention in company's agendas they have now reached. Packaging should therefore be the most mature issue dealt with in sustainability communications.

Eco-Emballages therefore performed a benchmark of sustainability communications: nearly a third of companies do not address the issue of packaging in their reports. Eco-design is most often presented as a selection of best practices, accrediting

the idea of a useless packaging easy to remove, recycling is not mentioned in 68 % of the reports considered and indicators used are most often difficult to understand and do not allow comparisons.

This goes against recommended international standards for sustainability reporting. Considering these findings, Eco-Emballages presents 5 rules to help companies address packaging issues in their sustainability communication. How to present packaging

functions and impacts, address prevention, recycling and consumer awareness, define the right indicators... these topics are summarized in short sections, supported by tools provided by Eco-Emballages to its licensees. A check list allows a first auto-diagnosis of the company's report.

An English version is available at www.ecoemballages.fr



ÇEVKO NEWS



Çevko Foundation Initiated a Recycling Project With Celebrities by Saying “Recycling Will Do Good For All Of Us...”

At ÇEVKO Foundation, we initiated an advertisement campaign named “Recycling will do good... for all of us...” with the voluntary support of 7 celebrities from TV and radio in order to create awareness amongst Turkish consumers that packages are not garbage.

Our project’s celebrity volunteers are aiming to raise public awareness with the help of messages like “Packaging wastes are not garbage.”, “Recycling is investing in the future.”, “Recycling is energy saving.”,

“Recycling slows down global warming.” and “Recycling is a source of raw material”.

Our TV and radio spots have aired on national television and radio channels since June with the support of the Republic of Turkey’s Ministry of Environment and Urbanization.

At ÇEVKO Foundation, our goal in this campaign is to attract attention to the importance of collecting packaging waste separately from garbage and its contribution to environment

and economy. We also think that since our messages will be delivered by celebrities, loved and trusted by people, it will create even more awareness. We are aiming to continue with these efforts every year with the support of the Ministry, local governments and voluntary celebrities.





GRØNT PUNKT NORWAY NEWS

We Can Do More in the Summer Time

The Norwegian population have become very good at sorting their waste. In 2011, a total of 502, 000 tons of packaging from households and business in Norway was either recycled or recovered. 73 percent was recycled and 22 percent was energy recovered.

However, Green Dot Norway experience that people may discontinue their sorting on vacation. They might spend this time in a municipality with a different sorting scheme, or on a camping trip with little or no space for sorting. As a consequence, Green Dot Norway decided this summer to remind people to sort their waste – even when they are on vacation. We joined

Norway's biggest weekly news-magazine in their large summer show. The show traveled from campsite to campsite during all of July, which is the main Norwegian holiday month. The shows include artists, music and competitions, attracting many people, not only from the particular camp site, but from the surrounding area as well. Our commercial "We can do more" played on a total of 25 campsites. In the magazine we had five full-page ads and when summer was over, the campaign followed up with an advertorial with one of the celebrity artists from the commercial.

Every other month, Green Dot Norway conducts a survey about people's sorting habits. In August, we saw a significant increase in the sorting of packaging. We hope these good results will continue.



Spectators enjoying the summer show.



ECOEMBES NEWS



Ecoembes Launches its Second Edition of their Online Course, 'Packaging and environment for professionals involved in ecodesign decision-making projects.'

Ecoembes assumes its commitment with its licensed companies by guaranteeing a training model for professionals, framed within the Ecoembes Environmental Workshop. This initiative offers two formats, face and e-learning, based on leading methodologies at the forefront of training management to ensure effective professional development.

The online course on Packaging and Environment for Professionals aims to ensure professional skills needed to face a wide view of all environmental issues involved in the life cycle of packaging. For this purpose, relevant experts on the field

offer specialized professional training based on the identification of strategic solutions to successfully address the environmental decision-making, both technical and economic, in their ecodesign process.

During the 45 hour course, packaging professionals receive leading documentation focused on environmental impact prevention and management of waste packaging, structured in 7 blocks. Additionally, the professionals enrolled on this online course, can access a platform for exchanging information and sharing experiences with other experts.

This initiative is part of the promotion of ecodesign activities that Ecoembes has performed since 1999. Through a set of supporting tools and added value services, Ecoembes carries out its mission to expose all its stakeholders to the experience and knowledge achieved over its 15 years of existence.



Ecoembes' advertisement for their online course.



Ecoembes Technical Seminars With Public Administrations

During the second half of 2012, Ecoembes leads a set of technical seminars in collaboration with public administrations of Castilla La Mancha, Murcia, Canarias, Aragón, La Rioja and Cantabria regions. This initiative aims to encourage prevention of environmental impacts in waste packaging and announce best practices among the business sector.

The objective of this initiative is twofold:

- Meeting point between the public administration and packaging companies, where the latter communicate their achievements in packaging waste prevention. Through a business roundtable, companies of each region will present their improvements in packaging ecodesign.
- Introducing enterprises to the current challenges and opportunities for managing waste packaging and presenting the tools and services that Ecoembes offers to develop better sustainable packaging.



Ecoembes' advertisement for their technical seminars.

Ecoembes Joins “Foro Sostenible”

In order to demonstrate that the recycling of used packaging is an important step on the path towards the sustainable development, Ecoembes joined Foro Sostenible, an initiative powered by a group of companies – such as Nestlé, Unilever and Mango - which have a common commitment to society and the environment and whose aim is

to promote sustainable consumer behaviors and healthy lifestyles.

In order to accomplish these objectives, an online communication campaign named ‘Consume con cabeza’ has been launched and it will operate until next year. It consists of a website where each company shares tips for recycling, re-using products, producing less garbage and

saving materials and money. In addition, consumers can contribute by sharing their own saving or recycling tips and win several prizes.

This platform, created by Entorno- BCS Foundation, has two goals: First of all, to promote healthier and more sustainable lifestyles among the consumers and secondly, to create a common place for innovation where the



companies which are members can share their know-how in recycling, health and sustainability issues with society.



SOCIEDADE PONTO VERDE NEWS



Sociedade Ponto Verde's Recicl'arte Competition has a Winner

Ana Rita Mota was the winning designer of the Sociedade Ponto Verde Recicl'arte Competition. The aim was to find an original, creative image for ecobags (bags for separating used domestic packaging).

The competition was opened in April and almost 200 designers submitted original contributions. They had to create an image for three bags based on the three materials for separation: green for glass, blue for paper and cardboard and yellow for plastic and metal.

"I just had to enter! As a designer and believer in the importance of recycling, I felt that I could contribute even more closely to a cause that everyone should embrace,"

said Ana Rita Mota. She added that she was "very happy to have her work recognised".

In addition to a monetary prize of €2,500, the winners' work will be printed on the 100,000 ecobags that are going to put recycling in vogue.

The 100,000 ecobags will be sent to SPV's partner municipal systems, which will distribute them to the public. The entries were judged by a panel made of people from Sociedade Ponto Verde, Euro RSCG Design & Arquitectura and IADE creative university.



The winning design of Sociedade Ponto Verde's competition.



Reciclar é Dar e Receber Campaign Wins Awards

Sociedade Ponto Verde advertising campaign won the best Social Responsibility Film by Meios & Publicidade and the Motivational Campaign category of the Green Project Awards 2012, both national prizes.

The work that SPV has been doing to increase recycling was thus recognised with these two awards. They also showed the decisive role that organisations can play in society, in this case fighting poverty by promoting children's education.

Last year, the *Recycling is Giving and Receiving* project,

undertaken in partnership with Entrajuda and SIC Esperança, made the dream of thousands of children of having a better place to study come true. Thanks to consumer efforts, around 1,000 children now have a better place to study, after the installation of 30 study rooms at private charities, five more than originally planned at the start of the campaign in early 2011.

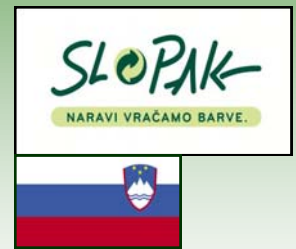
In 2012, SPV, Entrajuda and SIC Esperança are together again, with the help of consumer behaviour, equipping or improving 25

new study rooms by recycling used glass packaging. As in 2012, SPV will donate one euro for every tonne of glass sent for recycling to set up these spaces for the children of disadvantaged families.





SLOPAK NEWS



Decade of Packaging Waste in Slovenia with Slopak

It has been already a decade since the beginning of Slopak. More than 1 million tons of waste packaging has been licensed through Slopak's system and more than 700.000 tons were treated. Through the years, the company expanded its activities. Slopak supports its clients with waste management for waste tyres, electrical waste and electronic equipment, phytopharmaceutical waste, medical waste and batteries. By this means, the clients can get complete waste management at one place.

Entering the second decade is crucial for the Slopak on several levels. From 2011, a new general manager, Matej Stražiščar, was nominated. The company went through quite a turbulent year because of the system's shortage but finally managed to be supportive towards the system with good data and also experiences from other countries, shared through PRO EUROPE. Finally, we entered summer with a renewed logo, slogan, design and brochure

[http://www.slopak.si/files/414/BROSURA Slopak 2012 privju.pdf/](http://www.slopak.si/files/414/BROSURA_Slopak_2012_privju.pdf/).



The Slopak Team.

Motivating for Changing Habits

The company's efforts are not only concentrated in waste management but also in educating citizens about waste recycling. For these purposes Slopak successfully obtained co-funding from the European Commission's financial mechanism LIFE+ to promote waste separation. The project aims to educate and inform the public about how to correctly separate waste through newspaper articles, info points, round table debates and actions for children.

The latest project is also educating children through

video material. Within the Life project Slopak produced six short films about separate collection of waste. Films, in a funny way, explain about different waste. In 15 minutes, all the important information about waste collection centres, waste sorting, recycling and usage of recycled materials are gathered. Within the Life project, Slopak, in cooperation with the local municipal companies is also planning to visit all 120 collection centres in Slovenia and reward people for using them. Slopak is also a partner in project PLASTICE

that is co-financed by Central Europe Programme. The project's aim is to promote new environmentally friendly, sustainable plastic solutions through complete value chain.

Join Slopak on Facebook [Ločujem odpadke](#)

<http://www.facebook.com/pages/Lo%C4%8Dujem-odpadke/162525007122421>

Website: www.slopak.si

Films about recycling (in Slovene) on YouTube: [Separate Collection](#), [Waste Packaging](#), [Waste Tyres](#), [Waste Electrical and Electronic Equipment](#), [Dangerous Waste](#), [Biodegradable Waste](#).



REPAK NEWS

“THE AIM OF THE REVIEW IS TO...PREPARE THESE SCHEMES TO MEET OUR FUTURE DOMESTIC AND EU RECYCLING TARGETS.”

Irish Minister for Environment, Community and Local Government, Mr Phil Hogan TD.

Review of the Producer Responsibility Initiative Model in Ireland

In July 2012, the Department of the Environment, Community and Local Government commenced a wide ranging review of producer responsibility initiatives (PRIs). The Minister stated that; *“the overall aim of the review is to assess the nature and level of the challenges which are currently facing the existing PRIs and to prepare these schemes to meet our future domestic and EU recycling targets.”*

The review is to examine:

- the operation of existing PRIs;
- the scope for additional measures to improve the effectiveness of existing PRIs;

- the potential to introduce further PRIs for the management of additional waste streams.

The review is focusing not just on packaging but on all waste streams (i.e. WEEE, batteries, farm plastics, ELVs, Tyres and Construction and Demolition Waste). The review of packaging has been prioritised and is due to be completed in October 2012. Repak has welcomed this review and is participating fully in the review process.

Repak is confident that the findings and recommendations from the review will build on the success to date of packaging

recovery in Ireland and equip us to meet our future domestic and EU environmental obligations.

Link to consultation document:

<http://www.environ.ie/en/Environment/Waste/PublicationsDocuments/FileDownload,30640,en.doc>

Repak Celebrates its 15th Birthday

Established in 1997, Repak are this year celebrating their 15th Birthday. In this Time, Repak have invested €253 million of its members money to help grow Irelands packaging recycling from under 15% in 1998 to over 74% recovery and in excess of 66% recycling.

Repak support has seen 6.3 million tonnes of used

packaging being recovered in total since its inception, equating to approximately 6.0 million tonnes of carbon equivalent savings.

According to the latest Eurostat (2009) figures Ireland was ranked 7th in Europe for packaging recycling.

Repak are currently in negotiations with Government to obtain a new licence approval.



Repak Ireland Continues Social Media Promotion



We here at Repak are driving our social media week on week having had a presence on both Twitter and Facebook for over two years now.

The Repak Recyclemore Facebook page was created in July 2010 and we have since then grown the followers on our page to over 9,072. We pride in ensuring the content that is posted on the page is current and up to date so that it will engage consumers, hold their

attention and encourage them to follow our packaging recycling messages as well as our other environmental threads and posts.

We recently ran a competition in June driving awareness of our new Recyclemore App which is available on both the iTunes and Google play and which has almost 10,000 downloads. Our Recyclemore app helps the Irish community to find their nearest recycling centre or bottle bank. During this competition our total

impressions were 7,142,243, with our net social reach coming to a total of 1,305,110.

DUALES SYSTEM DEUTSCHLAND NEWS



Duales System Holding

DSD – Duales System Holding GmbH & Co. KG synergizes the entrepreneurial activities of Der Grüne Punkt for a sustainable economy, keeping recyclables in closed circuits. The aim is to avoid wasting raw materials, minimising the impact on the climate and the natural environment.

The enterprises owned by the holding company complement each other to optimum effect with their disparate lines of business.

Duales System Holding is a dynamic, innovative group of

companies operating in the fields of disposal, recycling and marketing. Its various lines of business comprise:

- demonstrably eco-efficient package recycling (collection, sorting and partial recovery of lightweight packaging) and other take-back solutions (Der Grüne Punkt – Duales System Deutschland GmbH),
- supplying the business community with high-quality secondary raw materials, substance flow management,

plus logistics and process management (Deutsche Gesellschaft für Kreislaufwirtschaft und Rohstoffe mbH),

- the production of high-quality recyclates as an affordable alternative to new goods, plus research and development of recycling technologies (Systec Plastics GmbH, Systec Mixed Plastics GmbH, SR Schwarzataler Compounding GmbH),
- the sorting, processing and marketing of hard plastics, particularly

from the catchment area for municipal and commercial Danish collections (DK Raastoffer A/S),

- consultancy in all questions relating to corporate disposal management, not least by developing customized and financially attractive waste management concepts, geared to achieving optimum substance yields (HPI Resource GmbH).

For further information, click here: <http://www.dsd-holding.de/en/>



Plastics Processing in Denmark: “An Important Contribution Towards Resource Prevention”

“THE FACILITY IS THUS MAKING AN IMPORTANT CONTRIBUTION TO RESOURCE CONSERVATION AND A SUSTAINABLE SUPPLY OF RAW MATERIALS IN DENMARK”.

DSD Managing Partner and CEO Stefan Schreiter speaking about the new plastics processing facility in Frederica, Denmark.

Duales System Holding and Scrap Solutions set up DKRaastoffer A/S as a joint venture

Cologne/Fredericia, 10 September 2012. “In Fredericia, we are founding the basis for a high-quality recycling operation in terms of both economic viability and ecological awareness”, declared Stefan Schreiter, Managing Partner and CEO of DSD – Duales System Holding GmbH & Co. KG. With an opening ceremony, the new plastics processing facility of DKRaastoffer A/S in the Danish city

of Fredericia was officially inaugurated.

DKRaastoffer prepares plastic waste from Danish municipalities for recycling. This will then be recovered in Europe, and need not be disposed of in refuse incineration plants or even shipped to China without being sorted. “The facility is thus making an important contribution to resource conservation and a sustainable supply of raw materials in Denmark”, emphasized Stefan Schreiter. “This secures jobs in Denmark and offers a problem-solving

option for Danish municipalities who want to do more in terms of recycling.”

The facility in Fredericia has a capacity of 20000 tons of mixed plastic waste a year (PE, PP, PVC) and has created 12 jobs so far.

How Does the Recycling of Nespresso Capsules Work? Take a Look at the New Film!



In Germany, Nespresso capsules participate in the dual system of Der Grüne Punkt and are collected via the yellow bins and yellow bags or the drop off containers in the recyclables yard. After being sorted and processed they can be recycled into new aluminum

to be deployed again in the economic cycle.

By doing so up to 95 per cent of the energy used to produce new aluminum can be saved. But how does this work? Take a look in the new video just recently published by Nespresso.

Click here to view the video:

<http://www.gruener-punkt.de/en/corporate/press/video-library/nespresso.html>



GREEN PAK NEWS



GreenPak Wins Eco-Taxes Refunds Battle for its Members

Following years of strong lobbying and legal battles spearheaded by GreenPak – the packaging waste recovery scheme in Malta – the Maltese authorities have finally refunded some of the money due to GreenPak members for the years between 2006 and 2008. More refunds are expected for the years 2009-2010. After that, no more refunds will be due as after 2010, GreenPak members have become exempted altogether from paying eco-tax.

GreenPak has, since 2005, insisted that companies participating in its scheme are entitled to be exempted

from the payment of eco-tax since they were financing the recycling of packaging they place on the market. These refunds prove that GreenPak was right in advocating that it wasn't an option for businesses not to join a packaging waste compliance scheme.

GreenPak members had paid over €1 million in eco taxes; now these companies are being refunded for taking up recycling. GreenPak has always insisted that on the day a producer signs up to GreenPak the Government is immediately obliged to issue credits and exemptions.

“We believe that what GreenPak is doing goes well beyond the simple adherence to regulations. Our objective is to recover material for recycling at the least possible cost, increase Malta's waste recycling effort, and avoid any EU fines in this regard” said Ing Schembri. “We now look forward for the refunds due for the period 2009 – 2010, which still remain outstanding”.

GreenPak Lottery a Success

During October 2011 and April 2012 GreenPak initiated an environmental lottery with the slogan “You win...The environment wins”. As part of GreenPak's on-going education strategy, the campaign was backed by a strong educational message. As a result, an increase of 3% in residents participating in waste recycling practices was registered.

The environmental lottery has left 24 lucky winners across the Maltese islands €200 richer. Weekly cash prizes were presented to residents for properly disposing their packaging waste in GreenPak bring-in-sites or through door-to-door collections.

The winners hailed from various localities across Malta and Gozo. GreenPak's Education Officer Kurt Scerri said: “GreenPak's initiative has

served to further encourage waste separation and reward residents for recycling more. As the name of the lottery suggests “You win...The environment wins”, both stakeholders are winners. This is the kind of model, backed with educational campaigns about the benefits of recycling, that forms the core principles of GreenPak.”



FOST PLUS NEWS

Belgians Sort in Out-of-Home Situations, Just as they do at Home

Fost Plus has developed a uniform communication approach to waste sorting projects in out-of-home situations. With this approach, Fost Plus wants to ensure that the sorting reflex becomes evident outside the home. The challenge: a standardised communication approach, but with respect for the uniqueness of the diversity of the various sorting contexts.

We chose the uniform headline 'We sort waste here

too, just like at home'. This reference to the situation at home is no coincidence, as Belgians are already real recycling champions. In addition, a new sorting pictogram was developed.

Complementary to this, a series of awareness raising posters were developed. The sorting action is on the foreground, but the graphically developed image in the background, combined with the choice of the character used, enables

a clear reference to a specific context.

Thanks to this uniform communication approach, it will soon become clear to everyone that sorting packaging is not limited anymore to the household context. At the airport, in the park, whilst camping or in your sports centre, we sort too. Just like at home.



A Fost Plus poster encouraging citizens to recycle in out-of-home situations



A poster encouraging citizen participation.



A Fost Plus poster encouraging citizens to recycle in out-of-home situations



Fees Will Further Decrease in 2013

Fost Plus's Green Dot fees will decrease by 17% in 2013. Moreover, Fost Plus will apply an exceptional discount of 20% on its clients' contributions for 2012. Both adjustments have been made possible by the very high proceeds from materials in the two previous years.

After the economic crisis in 2008-2009, material prices

swiftly recovered in 2010 and further increased in 2011. This has led to unexpectedly high material proceeds in those two years, which made it possible at this stage to lower the Green Dot fees. On average, the fees will decrease in 2013 by 17%, each material having its individual evolution (see table).

Moreover, the high material

proceeds allow Fost Plus to apply an exceptional discount of 20% in 2012.

| Green Dot fees (EUR/ton) | 2012 * | 2013 | Evolution |
|--------------------------|--------|-------|-----------|
| Glass | 23,1 | 23,3 | 1% |
| Paper/Board | 20,2 | 17,6 | -13% |
| Steel | 52,5 | 47,1 | -10% |
| Aluminium | 65,4 | 39,7 | -39% |
| PET bottles | 138,7 | 109,0 | -21% |
| HDPE bottles | 138,7 | 109,0 | -21% |
| Drink cartons | 284,8 | 231,0 | -19% |
| Others recoverable | 327,3 | 265,4 | -19% |
| Others non recoverable | 430,4 | 411,9 | -4% |

* before exceptional discount of 20%

A table illustrating Fost Plus' reduction in fees for 2013.

Extension of Plastic Packaging Collection in Belgium?

Since the starting up of operations in 1994, Fost Plus limits its collection of plastic packaging to bottles and flasks. Some 2 years ago, Fost Plus started a comprehensive study on the possibility of expanding the collection to other types of plastic packaging (rigids and/or films). The results of this study and the recommendation arising from it have recently been approved by the Board of Directors.

Four different scenarios were screened in detail on aspects like environmental impact, cost, acceptance by the public, and expected evolutions in the fields of legislation, packaging design, recycling markets and technology.

The study shows that the expansion of the plastic packaging collection has potential, but only under specific conditions which aren't met in Belgium today.

With the investment necessary to finance this expansion, a lot more sensible things could be done to contribute to a better environment, the study concludes. However, Fost Plus will continue to expand its expertise concerning the recycling of extra plastic packaging in the coming years. In the meantime, the optimization of its current collection scheme, through the development of numerous projects concerning out-of-home sorting, will be one of the top priorities.



LATVIJAS ZAĻAIS PUNKTS NEWS



Walking “The Green Dot Distance”

Environmental awareness and waste prevention-minded shopping, housekeeping and leisure – these were the topics that Latvian Green Dot (Green Dot Latvia) urged everyone to consider while walking “the Green Dot distance”- an outdoor game that people could play in twenty different cities and musical festivals this summer.

Technically the game consisted of a playing field, e.g. a long winding table, a questionnaire sheet as well as a dice and token used for moving forward and picking

a question to answer. Each correctly answered question gave a point. The fastest and smartest participants were rewarded with presents, the most valuable of them being a ferry trip to Stockholm for four persons.

Expanding the information borders to grasp various aspects of the green lifestyle is an intentional approach. As the proportion of green-thinking people in Latvia is constantly growing, we try to provide a holistic view to this lifestyle where sorting waste is self-evident.



People walking ‘the Green dot distance’.

Bags To Motivate the Sorting of Waste

In summer 2012, one of Latvian Green Dot's cooperation partners – waste management company „Eko Riga” Ltd. - introduced a new and easy way for sorting household waste in private houses. Every household in Marupe, a living area just outside Riga, was given a set of two sorting bags – a green one for sorting glass packaging and a yellow one for plastic and paper packaging.

The bags are emptied once a month, all that has to be done is to place the bags outside the fence of the house and „Eko Riga” will gather the sorted materials.

Marupe is the first region in Latvia where such service is offered free-of-charge. This method for sorting waste was chosen because there was no space for public sorting containers in the private house areas .

So far inhabitants of Marupe have been very active and during the first three months of this project, the amount of packaging gathered in the bags has more than tripled.



VALORLUX NEWS



Launch of the CO₂e reduction calculator

Global warming is a major international problem and reducing greenhouse gas emissions has become a priority for everyone. VALORLUX is aware of these issues and, as a result, has published a CO₂e equivalent reduction calculator on its website.

The calculator is intended to be used by our members and by packaging collectors that take part in our packaging collection and recycling system. It is based on Luxembourg data.

The calculation method is based on the amount of packaging declared by VALORLUX members.

It takes into account actual CO₂e emissions related to the collection, transport, treatment and recycling of packaging waste in the VALORLUX system. Thanks to all of its partners, VALORLUX avoided 38,649 tons of CO₂e emissions in 2011.

To calculate the CO₂e reduction, click [here](#).

Members can easily receive a free personalised certificate related to their activities by clicking [here](#).



The personalised certificate that members can receive.

Centralised Commercialisation

In 2011, the Minister for Sustainable development and Infrastructures, modified the VALORLUX agreement so that the organisation puts into place a centralised commercialisation system for some of the packaging waste collected in recycling centres in Luxembourg.

Instead of financial support for collected and commercialised packaging waste, which up until now has been handled by recycling centres, the flow of materials will be entrusted to

VALORLUX right from when it leaves the recycling centre.

More specifically, VALORLUX will handle the transportation and centralised treatment of the packaging waste and will guarantee quality recycling.

The packaging involved in this project is plastic packaging (PET bottles, HDPE bottles and flacons, PE polyethylene film, PP-polypropylene and PS-polystyrene containers, PSE-expanded polystyrene), cans and other metal packaging, as well as beverage cartons.

New recycling channels have been set up for PP and PS containers, PE films and PSE.

In addition, centralised commercialisation helps to promote recycling on a national scale. Currently, sorting guidelines vary quite significantly from one recycling centre to another. The goal of centralised commercialisation for recycling centres aims to standardise the collection and sorting guidelines for some packaging in recycling centres.



VALPAK NEWS



Valpak Launches Environmental Legislation & Advice Forums for Businesses

“WE UNDERSTAND THAT SOME BUSINESSES MAY FIND KEEPING UP-TO-DATE WITH LEGISLATION TO BE TIME CONSUMING AND COMPLEX, WHICH IS WHY WE HAVE LAUNCHED THESE REGIONAL FORUMS. “

Steve Gough, Valpak CEO

Valpak has conducted a number of free Regional Forums for UK businesses throughout June and July 2012. The forums, which were held at various locations across the UK, were designed to keep businesses up-to-date with ever changing environmental legislation and to provide useful information on other related areas. Some of the topics that these events covered include:

- UK and international environment legislation
- Government red tape review
- Energy management
- Waste management

Steve Gough, Valpak Chief Executive Officer, commented:

“We understand that some businesses may find keeping

up-to-date with legislation to be time consuming and complex, which is why we have launched these Regional Forums. They will provide an excellent opportunity for any business to make sure that they continue to be or are fully compliant with all environmental legislation that affects them”.



REKOPOL NEWS



Green Tour



People enjoying Rekopol’s educational campaign.

This year, Rekopol Recovery Organization S.A. was a partner of "Lato z Radiem" - the largest and one of the most recognizable tours in Poland. During the summer we've been to 20 cities across the country and aired on Polskie Radio Program I. During open-air concerts, we conducted educational campaign, promoting selective waste collection with a slogan "segregate waste - it's worth it."

For all the participants of these events we created an outdoor educational and informational booth promoting selective waste collection system and recycling. We prepared eco-themed crosswords and puzzles for children, while adults could demonstrate their knowledge in various competitions.

Additionally, in several cities our actions were supported by partners with whom we

conducted recycling collection. The money obtained from the sale of recyclable materials collected in one of the cities has been donated to charity.

We are pleased that we were able to promote the segregation of waste live on the radio, and during a nation-wide tour which was attended by approximately 500 000 people.



ENVI-PAK NEWS

Decisions of the Intellectual Property Office on the Validity of the GREEN DOT® Trademark

The Intellectual Property Office of the Slovak Republic (IPO) issued on December 21st 2011 the second-round draft decision on the cancellation of the international trademarks "Green Dot" for the Slovak Republic. This decision was upheld by the regional court on August 3rd 2012.

IPO confirmed that the international trademarks "Green Dot" meet the legal requirements for granting protection for the Slovak Republic established by the law on trademarks. IPO by their decisions confirmed the validity of the international trademark "Green Dot" for the Slovak Republic in Classes 35, 39, 40 and 42.

The owner of the international "Green Dot" trademarks is DSD. For the territory of the Slovak republic, the rights to the trademarks were granted (by the license agreement) to the authorised organisation ENVI-PAK.

ENVI-PAK was also granted the disposition right in the Slovak Republic to provide the permission to the third parties to use the trademarks under a written contract.

The "Green Dot" trademark is protected from unauthorized use by third parties in accordance with applicable laws. Without the consent of the owner, third parties are not allowed to use the "Green Dot" trademark and place them on the packaging of their products.

It is thus clear that the authorised organisation ENVI – PAK is in no way limited in their right to claim the licence fees for the use and placement of the "Green Dot" trademark on the packaging and is still entitled to proceed as it has proceeded before.

The case is still ongoing, we will inform about the results.





ECO-ROM NEWS



Romanian Multimedia Premiere: Collective Waste Selection 2.0 Inside the Green Laboratory for Recycling

Eco-Rom Ambalaje, in partnership with the **Ministry of Education** and with the **Ministry of Environment** has launched a national project premiere called **The Green Laboratory for Recycling**, an innovation in terms of educational projects in Romania. The program comes as a novelty, having a very unique informational format and introducing a revolutionary learning system: the experiential learning. The project is addressed to pupils in the third grade acquainting them with the CWS process.

The Green Laboratory for Recycling is actually a bus

that had been fully modified and adapted to the curious and imaginative minds of kids, meeting their expectations in a dynamic, interactive high-tech format. Eco-Rom Ambalaje

Eco-Rom Ambalaje offers a full multimedia experience, trying to stimulate their interest towards the CWS process by actively involving them in a team game on tabs and by showing them a didactic animation on CWS.

One of the most important parts of the project is the involvement of teachers and parents, giving them as they play a very important role in

educating and empowering their youths. Therefore, Eco-Rom Ambalaje fully encourages kids' mentors to learn about CWS and practice it at school and at home, as a way to positively influence kids' behaviour and also as a first step in the environmental care activity.

During the first school semester, the program will be developing in 25 cities, going to more than 50 schools nationally, involving up to 4000 pupils and over 200 teachers.



The Green Laboratory for Recycling Bus



Children enjoying the learning experience inside the bus.



CONAI NEWS



The New Online Tool for Prevention: CONAI's Eco-Tool

Prevention has always been one of CONAI's main commitments aimed at promoting and developing more eco-efficient packaging.

This commitment responds to the existing regulations, placing prevention in first place in the hierarchy of waste management.

In line with normative dictates, CONAI has operated since its establishment to encourage and spread among companies an environmental sustainability culture, gathering the main Prevention initiatives within the **Pensare Futuro (Think Future) Project**.

Among the most significant activities is the **Prevention**

Dossier, a document aimed at valuing voluntary actions which companies carry out within eco-sustainable packaging design and creation.

It is already possible to participate in the next edition of the Prevention Dossier by using the CONAI **eco-tool** - www.ecotoolconai.org - an online tool allowing CONAI member companies intending to participate in the Prevention Dossier to evaluate the environmental efficiency (eco-efficiency) of their own packaging through a comparison, measured in terms of environmental impact,

between BEFORE and AFTER the intervention has been adopted.

This tool is based on the "cradle to cradle" approach, and allows companies to calculate, through a simplified LCA analysis, the effects of preventive actions taken on their own packaging.

The result of such analysis is expressed in: % of CO2 emission Reduction, % of energy consumption Reduction, % of water consumption Reduction.





SEKOPAK NEWS



Farewell to Bad Habits: Belgrade Floating Restaurants Collect Packaging Waste

Sekopak promoted an initiative for a new system of hospitality and catering waste packaging disposal, which has so far included the famous Belgrade restaurants and floating rafts on the river Sava. In this way, these restaurants, in cooperation with Sekopak, will contribute to the development of responsible behaviour towards the natural resources of Serbia's capital, the rivers Danube and Sava. At the same time, more glass packaging will be collected as it constitutes the majority of packaging in HORECA sector.

The initiative promotion, under the slogan **Throw Away Bad Habits-Your Packaging into Sekopak Recycling** was attended by the Serbian national kayaking team comprised of sisters Nikolina, Olivera and Branka Moldovan, Hranislav Stojkovic and Mirko Grubisic as well as newly elected Deputies Minister for Energy, Development and the Environment, Carlsberg and Tikveš company representatives and other guests.

explained that in order to take advantage of at least some of what nature gave us, we must urgently begin to treat our living space conscientiously. If we all pay attention more than ever, the project **Your Packaging into Recycling**, implemented in cooperation with fifteen restaurants and rafts in Belgrade, and Bitef Art cafe, will be the cornerstone of the new, cleaner banks of Belgrade."- concluded Mr. Crnogorac.

General Manager of Sekopak, Sava Crnogorac,



Serbian comic popstar Inspector Blaza and Luka Tesanovic sorting packaging waste



Serbian kayak representation at sorting



THE NORTH AMERICAN CORNER



Debate Over the Effective Approach to EPR Continues in the US

Stagnant recycling rates in the US have been gaining considerable public sector and industry attention. As a result there is greater demand for a coordinated government and industry effort to increase recycling of valuable end-of-life packaging materials.

Although EPR is gaining traction, there is debate over the approach. Some groups favour fundamental regulatory change while others believe that legal efforts will be unsuccessful in gaining public support and instead propose voluntary programs and initiatives.

Recently, industry, environmental and government leaders have gathered in several different forums to devise plans to boost US recycling rates. The Cradle² coalition and Recycling Reinvented have been advocates of legislated EPR, demonstrating this through active support of recent state bills in favour of EPR.

Groups supporting voluntary based efforts to improve recovery of packaging materials include: the Sustainable Packaging Association; the American Institute for Packaging and

the Environment (AMERIPEN) and Action to Accelerate. Collectively these organizations represent 90 industry and government leaders, most sharing the sentiment that higher recycling rates can be achieved more effectively in the absence of legal mandates.

Debate over the appropriate approach is expected to continue with all stakeholders seeking out the most efficient and cost effective solution.

WE VALUE YOUR INPUT !

Please continue to share with us any comments or suggestions on how to improve this newsletter.

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. More info at www.pro-e.org/ or contact us at info@pro-europe.info

