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Editorial

Dear readers,

I am pleased to welcome you to the autumn edition of our PRO EUROPE newsletter which will provide you with an update on recent EU developments, PRO EUROPE activities and inspiring news from our members.

Over the last three months, PRO EUROPE has continued to take an active part in on-going initiatives at EU level of interest to our members. For example, we contributed to the Commission consultation on plastic bags. On this topic, which is increasingly gaining traction on the political stage, PRO EUROPE's position has been widely circulated to stakeholders and reported on in 'European Environment and Packaging Law'. We are also currently preparing our contribution to the Commission consultation on a pan-European deposit system for metal beverage cans, and I encourage our members to take part in the consultation.

A key priority for PRO EUROPE is to make our voice heard at EU level regarding the new Hungarian packaging tax law. Among other things, PRO EUROPE has sent a letter of complaint to the Commission outlining in detail our member organisations' concerns regarding the law. PRO EUROPE is also actively taking part in the recently established 'Alliance of EU associations impacted by the Hungarian Eco-tax law', which had a first meeting in early September. Together with, among others, Coca Cola Europe, EUROOPEN and BCME, joint activities are currently under discussion, including setting up a 'legal team' to provide expertise to the Commission.

PRO EUROPE is also continuing its active involvement in the work of the 'European Food Sustainable Consumption and Production Roundtable' and the 'Retail Forum for Sustainability'. We have provided input to the Retail Forum issue papers on packaging optimization and waste minimization which are currently under preparation.

In the national news section, you will learn about a number of great initiatives. I am sure that they will provide you with both food for thought and inspiration. As always, I hope that you will find the content of interest and I wish you a nice autumn!

Kind regards,

Joachim Quoden
Managing Director
PRO EUROPE





EU POLICY DEVELOPMENTS

Commission publishes Resource Efficiency Roadmap

The European Commission published its [Roadmap to a Resource Efficient Europe](#) on 20 September. The roadmap aims to tackle resource depletion and to establish long-term responses to maintain the competitiveness of companies, employment and the environment through market-based instruments. The document outlines the main issues to focus upon in order to deliver a resource efficient Europe by 2050, while milestones towards these visions will be set out in due course and aim to be achieved by 2020.

The Roadmap sets out objectives and indicators including a temporary lead indicator on “resource productivity” to steer and assess progress which will be complemented later on with a “dashboard” of indicators on water, land and greenhouse gas emissions to provide a fuller picture. The lead indicator would be replaced by an improved raw material consumption indicator. The roadmap aims to reach a transformation of the economy by improving and boosting production and changing consumption patterns; treating waste as a resource; supporting research and innovation and phasing out of ineffective and inefficient subsidies. Delivering a resource efficient Europe will require that the stocks of all

environmental assets from which the EU benefits or sources its global supplies are secure and managed within their maximum sustainable yields; that residual waste is close to zero and that ecosystems have been restored; that systemic risks to the economy from the environment have been understood and avoided; and new innovation. The Commission identified the resources and sectors which they believe to be under threat and need to be addressed. Resources include: water, air, resources relating to the ecosystem, land and soils, and marine resources. The key sectors are food and food waste, buildings and construction, mobility and transport. The roadmap also urges better implementation of waste policy, to combat illegal waste shipments, and to review waste prevention and recycling targets.

Of particular relevance for PRO EUROPE, the Commission ask Member States to assess as of 2012 measures to extend producer responsibility to the full life-cycle of the products they make (including via new business models, through guidance on take-back and recycling schemes and support for repair services) and actions to optimise the resource efficiency of packaging.

European Parliament calls for sustainable EU raw materials strategy, stressing resource efficiency and recycling

On 13 September, the European Parliament (EP) adopted a report calling for a sustainable and future-oriented EU approach to raw materials. The report outlines guidelines from the EP’s point of view on a future Raw Materials Strategy for Europe, stressing access to important raw materials as well as resource efficiency, recycling and the substitution of raw materials as well as well-functioning waste management.

In order to address challenges relating to the secure access of critical raw materials, sustainable raw material supply from EU sources and enhanced resource efficiency, the Commission launched a

Raw Materials Initiative in late 2008, followed by a communication in February of this year that reported on progress made and indicated steps for future action. The EP report was a response to these Commission initiatives.

The Commission’s communication and the Parliament’s report give a good overview of the their current thinking and plans in the field of raw materials. The Commission’s approach is based on three pillars, one named “boosting resource efficiency and promoting recycling”.

The EP report argues that an efficient raw materials strategy can turn challenges into opportunities for the EU and European industry.

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It is argued that increasing efficiencies, reuse and energy efficient recycling are among the elements that will be “key to competitiveness”. Waste prevention and reuse, as well as lower consumption levels, are important components to achieve a resource efficiency economy.

Among the numerous points raised by the EP are: that recycling and reuse can contribute to reducing greenhouse gas emissions; that it is important to invest in the recycling of raw materials; and that a gradual ban on waste landfill should be introduced in the EU. The EP would also like to see the Commission develop a long-term “European Raw Materials Roadmap to 2050”.

Commission guidance on key provisions of the revised Waste Framework Directive underway

Guidance to national authorities and businesses on how to interpret important provisions of the revised EU Waste Framework Directive is underway, with a draft document discussed by the Technical Adaptation Committee this summer. The information provided in the draft regards matters such as waste definitions (of e.g. by-products) and waste management options (e.g. prevention, reuse and recycling). The Commission is now to internally discuss a revised draft by the external consultancy BiPRO. The Commission expects that the guidelines, which are not legally binding, will be adopted and made public by the end of the year.

Furthermore, a decision on calculation methods for recycling and recovery rates has been approved by the Commission. The intention is that Member States should use uniform standards for calculating rates to verify whether the targets under the Waste Framework Directive are reached. If the European Parliament, to which the draft decision has been sent, does not raise objections there will be a final adoption of the decision and thereafter publication in the EU Official Journal. The Commission hopes that the latter will take place before the end of the year.

European Parliament stands firm in the second reading of the WEEE directive revision

The revision of the Waste Electrical and Electronic Equipment (WEEE) Directive is currently being treated in second reading in the European Parliament (EP), after the Council adopted its first reading position in mid March. The two institutions disagreed on various key issues during the first reading and failed to reach an agreement. One point where the two institutions differed was over the collection target, with the EP asking for a target of 85% of the WEEE generated each year by 2016, which is much more ambitious than the Council’s suggested 65% collection of all WEEE by weight for 2020, with a 45% interim target for 2016. Another major sticking point has been the “definition of producer”, which the EP would like to be set at EU level and the Council wanting to allow member states individually to define what a producer of WEEE is. Reacting to the Council’s first reading position, the Commission has outlined that it “cannot accept to delay the year the collection target needs to be

achieved” and also insists that the definition of producer should be made at EU level.

The EP’s second reading proposal, prepared by German Member of the EP Karl-Heinz Florenz, was published in August and debated in the Environment Committee in September. The importance of the WEEE recast in relation to resource efficiency was stressed by some MEPs and the Council confirmed the intention to reach an agreement during the Polish presidency, which ends on 31 December.

In the new EP draft proposal, which in many respects is close to the original stance, the EP retains its stance for example on the definition of producer, the collection target as well as its commitment to an ‘open scope’ for the Directive, meaning that it should encompass all WEEE apart from certain named exemptions. Florenz has stated that he is keen to keep the EP report as ambitious as possible. A vote in committee is taking place early October.



PRO EUROPE news

PRO EUROPE publishes position paper on plastic carrier bags and participates in the Commission's consultation

Plastic bags are becoming more prominent in the environmental debate and are increasingly gaining traction at EU, national and local levels with various political initiatives taken as a result. In the light of the increased interest on the issue, PRO EUROPE issued a position paper on plastic carrier bags in late August.

PRO EUROPE's standpoint is that a ban on plastic bags should be the last resort. The paper refers to such a measure as *"radical and market intrusive"* and not in line with the EU's Packaging and Packaging Waste Directive, which allows all packaging that fulfils the essential requirements to be used. Regarding levies, it makes clear that *"a levy on plastic bags may reduce their consumption in the short term but has proven to be unsustainable in the long run"*. Ireland, which introduced a levy in 2002, is an example of this. After an initial sharp drop in plastic bag use for the first years, a slight increase started which pushed the government to increase the levy in 2007. Also, the income from the levy is far from always used for environmental purposes.

Instead, it is a firm belief of PRO EUROPE that when it comes to achieving environmental improvements, efforts should include voluntary agreements with industry, in particular if combined with consumer awareness campaigns. Such agreements have for example resulted in significant impacts in actual bag use.. The position paper also outlines that producer responsibility systems have proven more efficient than taxation when

it comes to triggering environmental improvements.

Furthermore, the paper calls for caution regarding the increased enthusiasm for biodegradable bags, outlining that *"biodegradable bags do not magically vanish into the environment or the water while the degradable ones are in many cases only fragmentable (meaning that the plastic breaks up but it is still present)"* and stating that such bags *"offer no advantage in terms of waste management over conventional bags"*. A further problem is that they can actually increase the litter problem, as consumers may think that they simply break down and disappear once they have been disposed of. Following this, PRO EUROPE *"call[s] on the Commission to change the definition of biodegradable so that only material that biodegrades in natural conditions is called biodegradable"*. The position paper outlines that focusing on plastic bags is a limited approach, as they do not constitute more than a tiny share of the overall waste stream and littering.

The position paper was covered in an article published in the weekly magazine *European Environment and Packaging Law*.

PRO EUROPE has been further active on the topic by participating in the Commission consultation, which was open between mid May and early August, asking for stakeholder's opinions on options to reduce the use of plastic bags in Europe.

PRO EUROPE'S position paper is available on the [website](#).

PRO EUROPE makes its voice heard at EU level regarding new Hungarian Packaging Tax Law

Since the adoption in June and notification to the European Commission in July, PRO EUROPE, as well as other

important actors at EU level, have actively been making their voices heard at EU level regarding the new Hungarian environmental product charge law.

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The new law, the provisions of which are planned to enter fully into force on 1 January 2012, introduces a new packaging tax and sets up a new state run Waste Management Agency. These measures would abolish the existing exemption from fees for companies that were able to demonstrate that they are participating in an approved system and would scrap producer responsibility organisations such as ÖkoPannon, which has been operating effectively for 15 years.

PRO EUROPE sent a letter of complaint to the Commission in late July. The letter raises in detail the PRO EUROPE and its member organisations' concerns regarding the law, stressing that the implementation of it would abolish de facto the well-functioning extended producer responsibility system that is currently operating in Hungary. PRO EUROPE's discontent reached a broader audience as the letter was reported on in publications covering environment, packaging and related EU policies. Among the points raised in the letter were the following:

- the law is not in line with the manufacturers' liability principle, which forms the basis in EU regulations related to waste, excluding the possibility of joint waste management systems of manufacturers;
- Hungary is lacking an effective national waste management plan and waste management act in line

with the EU's Waste Framework Directive and should enact its basic waste management regulations before developing any new legislation in the field;

- cost effective waste management solutions are prevented as there would be a lack of market competition when it comes to waste management of products subject to a fee;
- the new tax system does not incentivise companies to increase their environmental performance;
- the tax generates competition distortion as it discriminates between competing drinks packaging systems and materials.

PRO EUROPE is also taking part in the recently established 'Alliance of EU Associations impacted by the Hungarian Ecotax Law,' which had a first kick off meeting in early September. Also represented at the meeting were representatives from, among others, Coca Cola Europe, Danone, the European Organization for Packaging and the Environment (EUROPEN), Beverage Can Makers Europe (BCME), the Association of European Producers of Steel for Packaging (APEAL) and the WEEE Forum. The organisations had detailed discussions on the legal situation. Next steps that could be taken were also discussed, including the setting up of a 'legal team', to meet the Commission and drafting a joint letter to the Commission.

PRO EUROPE takes part in Commission consultation on pan-European deposit system for metal beverage cans

Work regarding a Commission study currently being carried out by Eunomia on the feasibility of a pan-European deposit system for metal beverage cans is progressing. The study, the final version of which is expected in mid November, will assess existing collection and recovery

systems for metal beverage cans across the EU and potential problems related to the lack of compatibility of different national systems. It should also propose possible solutions. In late July, the Commission launched a stakeholder consultation on the issue, which is open until 18 October.

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PRO EUROPE is currently drafting its contribution and also encourages its members to take part in the consultation. A stakeholder workshop during which the results of the study will be presented will take place in Brussels on 18 October, where PRO EUROPE will be represented.

On the same topic, PRO EUROPE finalised and circulated its position paper to relevant stakeholders this summer. It was reported on in the publication European Environment and Packaging Law. The position paper stresses that when analysing information from existing recycling schemes in a number of

countries, neither environmental, social nor economic arguments speak in favour of the introduction of a European refund system for one-way metal beverage cans. Among other things, it makes clear that the setting up of additional refund systems would reduce the effectiveness of existing recycling systems and introduce significant administrative and financial burdens for businesses and local authorities. Neither would it reduce the problem of littering for which consumer education and anti-littering enforcement are of vital importance.

The consultation can be visited [here](#). PRO EUROPE's position paper is available on the [website](#).

Representatives from Chilean producer responsibility organisation Eco-Envases visit PRO EUROPE, Fost Plus, DSD

The Chilean producer responsibility organisation for packaging waste, Eco-Envases, is currently being set up as a reaction to discussions on producer responsibility legislation in Chile and the Environment Ministry's commitment to develop a national waste law that

incorporates extended producer responsibilities. While still in its early stages, Eco-Envases has already established good contacts with the responsible Chilean ministry as well as the national environment agency and is involved in the design of the new legislation.



Rodrigo Leiva, Joachim Quoden, Andreas Bauer and Danny Blocken

(Continued from page 6)

Rodrigo Leiva, Managing Director of Eco-Envases, and Andreas Albert, Director of Quality and the Environment at CCU (the largest local bottler (bottling inter alia Pepsi, Heineken and Guinness) and Head of the Supervisory Board of Eco-Envases visited Europe in September. Through meetings with representatives from Fost Plus, Duales System Deutschland (DSD) and PRO EUROPE, Leiva and Albert were informed about different producer responsibility systems in Europe in general and more specifically about Belgium and Germany. During their Europe visit, the two Chileans also visited a Belgian recycling plant.

Both Leiva and Albert argued that they would like to use best practices from PRO

EUROPE when designing the Chilean producer responsibility system, and were interested in establishing closer cooperation. Albert stressed that he is convinced that producer responsibility is of utmost importance for the image of his company and that the CCU is strongly supporting the establishment of a recovery system in the country. CCU has become the first shareholder of Eco-Envases. Further companies, such as Coca Cola Chile, are not far from joining and others, for example Unilever, have demonstrated their interest.

The business plan of Eco-Envases should start as soon as possible, even before the entry into force of the legislation, in order to influence the design of the system.

The website of Eco-Envases can be visited [here](#) (in Spanish).

Update on PRO EUROPE involvement in EU stakeholder platforms

PRO EUROPE is continuing its active involvement in the work of the European Food Sustainable Consumption and Production Roundtable (SCP RT) and the Retail Forum for Sustainability (RF).

PRO EUROPE, one of the founding members of the SCP RT, contributed to the development of the two draft reports entitled 'Communicating environmental performance along the food chain' and 'Continuous Environmental Improvement' which were open for public consultation between mid July / early August to mid / late September. The first report assesses communication means and channels to consumers and other stakeholders, identifying the strengths and challenges of various communication tools. The second report identifies and prioritises environmental challenges along food and drinks chains and, among other things, identifies areas that should be of first concern for continuous environmental improvement. The responses from the consultations are now being taken into consideration in the finalisation of the

reports. The final report on 'Communicating environmental performance along the food chain' should be presented at the SCP RT plenary meeting on 8 December while the report on 'Continuous Environmental Improvement' is expected to be finalised early next year.

The SCP RT is also working on the development of an environmental assessment methodology for food and drink products across Europe and a finalised draft of the Harmonised Framework Methodology should be presented at the December plenary meeting while a public consultation on the methodology will also be launched. The consultation, in turn, will be followed by pilot testing and fine tuning before a final draft will be produced.

PRO EUROPE has also actively contributed to the RF issue paper on packaging optimisation, which is currently being finalised and should be made public by mid October.

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The paper follows discussions on the issue at the February and June Retail Forum meetings and will single out challenges for the retail sector in the field of packaging and make recommendations on how they can be addressed. An issue paper on waste minimisation, also discussed during the June meeting, is also currently under preparation. The draft paper was recently

discussed during a stakeholder workshop that took place on 20 September, which PRO EUROPE took part in. Food waste is a key issue in the draft paper, and among the issues raised during the workshop was the link to packaging, where packaging is no longer considered as waste but as an opportunity to cut food waste. The paper will be further discussed at the RF in early December and an issue paper should be published early 2012.

VALORLUX^{ASBL}

VALORLUX news



Eco-bag: a national project to reduce one-way shopping bags

In January 2004, in close cooperation with the Ministry and the Administration in charge of the Environment and the Luxembourg Trade Confederation (clc), VALORLUX launched the eco-bag operation in order to avoid to the extent possible the use of one-way shopping bags and in turn save our natural resources. In this spirit, the Ministry of the Environment and VALORLUX signed a voluntary agreement.

The eco-bag is tear-resistant, reusable and ecological. Most retailers in Luxembourg are participating in this action and provide the eco-bags in their supermarkets. The consumers appreciate this quality product available in two sizes: big or small.

As in previous years, VALORLUX undertook in 2011 various actions to make consumers aware of prevention of packaging waste. The following examples illustrate the positive impact eco-bag communication campaigns have had on the people of Luxembourg.

A drawing contest to sensitize pupils

“Go in for the environment” is a national drawing contest for pupils from 4 to 12 years old. As ambassadors for the environment, pupils, helped and supported by their teachers, illustrated one of the three following topics:

- Never without my eco-bag



- Eco-bag forgotten, I take my shopping without any bags.

- I like my eco-bag, because it is eco-friendly

The six best drawings have been printed on one-way shopping bags to encourage consumer to reuse their eco-bag during their shopping and thus reduce the amount of one-way shopping bags that are bought and used.

The Ministry of the Environment of Luxembourg gave a very favourable opinion of this contest. Mr. Serge Less, member of the jury and Head of Division of the Ministry of the Environment of Luxembourg congratulated the six winners by presenting them with their prizes during the award ceremony.

Briefly, since 2004, more than 300 million one-way shopping bags have been spared thanks to the eco-bag operation. This corresponds to 500 tons of paper and 1.900 tons of plastic.

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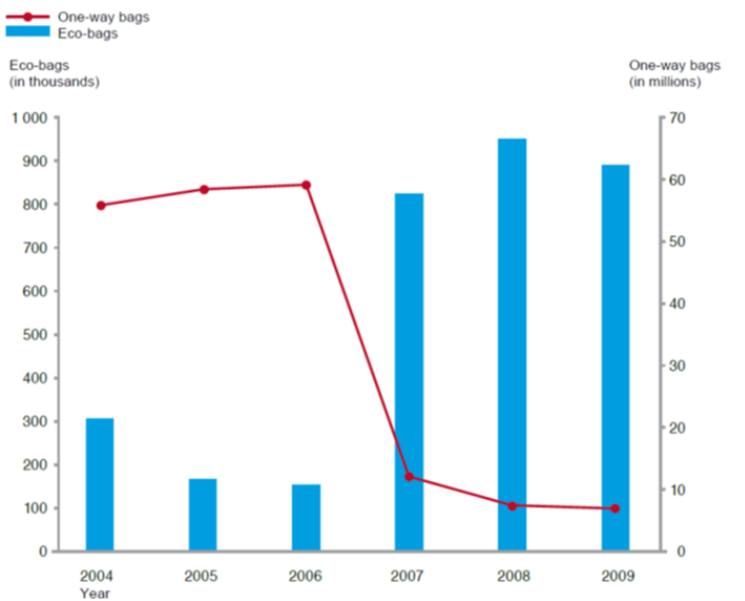
Superheroes Ecowoman and Ecoman in supermarkets

In June 2011, VALORLUX launched its campaign “For nature as well, your eco-bag is worth a fortune”. This campaign rewards the consumers that use a reusable system for shopping (bag, basket...) by giving them the opportunity to win a voucher. The consumers are also invited to answer a question about recycling and try to win a prize.

The superheroes Ecowoman and Ecoman meet the public in various supermarkets in Luxembourg. They are ready to provide information about the eco-bag and on the importance of preserving our environment. They also encourage consumers to act with the nature in mind.



Through these various actions, VALORLUX highlights the importance of using the eco-bag in clear key messages: reduce packaging waste, prevent waste by reusing the eco-bag when going shopping and recycle in order to preserve our natural resources. Finally, for children and adults, acting in favour of the environment can be fun!



Sales of eco-bags and on-way bags



Ponto Verde news



Recycling Is Giving and Taking reaches cinemas

From 1 September to 17 November, Zon Lusomundo cinemas will be screening the

Sociedade Ponto Verde (SPV) advert “Message in a Bottle”. The 1’48” version

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of the ad, which was made by EURO RSCG, will be shown alongside the spots aired every day on television.

The cinema advert promotes the Recycling Is Giving and Taking campaign that SPV is organising this year in partnership with ENTRAJUDA and SIC Esperança. Its aim is to build study rooms at private charities. It is important for everyone to participate, because Sociedade Ponto Verde will donate one euro towards building the rooms for each tonne of glass packaging recycled in 2011. The total is estimated to reach €200,000.

As in previous campaigns, SPV's aim in this socially and environmentally responsible initiative is to demonstrate the decisive

role that organisations can play in society and, in this particular case, towards fighting poverty by promoting children's education, especially since they are the ones who have contributed so much to the cause of recycling.

At the end of 2011, SPV will be celebrating its 15th anniversary and aims to have contributed to the construction of at least 20 study rooms by them, which will provide 600 children with a better place to study. To do this, we need the cooperation of everyone in Portugal to reach and, if possible, exceed this goal.

The campaign also enables SPV to thank everyone for their cooperation and contribution to its great success over the last 15 years.

People in Portugal have separated more than 290,000 tonnes of packaging waste

In the first half of 2011, 290,613 tonnes of packaging waste were collected and sent for recycling. Growth in the collection of glass was the highest, having increased 15% against the same period last year, reaching close to 100,000 tonnes.

"As in previous years, the results prove that people in Portugal are increasingly aware of the importance of recycling and are helping to ensure that packaging waste is properly processed. We are committed to consolidating the results already achieved and most of our efforts are now focused on glass, so that we can meet the specific 60% target," said Luís Veiga Martins, Managing Director of

Sociedade Ponto Verde, the company responsible for managing packaging waste in Portugal.

There has been a 5.2% increase in packaging collected compared to the same period in 2010.

Thanks to this result, in the year of its 15th anniversary, Sociedade Ponto Verde has maintained its upward trend in packaging waste collection ever since it went into operation, in spite of the current economic scenario.

Collection of used plastic packaging also increased considerably by 10.3% or 3,648 tonnes in the first half of the year.

	2010	2011	Comparison 2010/11
Glass	84,617	99,526	+ 15%
Paper & cardboard	120,188	117,256	-2.5%
Plastic	31,713	35,361	+10.3%
Metal	24,678	22,482	-9.8%
Wood	15,861	15,988	+ 0.8%
Total	276,182	290,613	+5.2%

By the end of this year, SPV expects to have overtaken the good results of 2010, when 667,000 tonnes of packaging waste

were collected. With this figure, SPV met its overall recycling target for the end of 2011 one year early. SPV had to recycle

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55% of the quantities declared by its packers and fillers, but closed 2010 at over 59%. Glass was the only material that did not reach its target last year and so this year SPV has stepped up its advertising campaign for glass.

One of the projects currently under way is the socially and environmentally

responsible initiative "Recycling is giving and receiving". "For every tonne of glass sent for recycling in 2011, SPV will donate one euro towards study rooms at private charities, where around 600 children from disadvantaged families will be able to study. We are confident that the overall target of 55% will be met for glass and the other materials," said Mr. Veiga Martins.

Sociedade Ponto Verde organises photography competition to celebrate its 15th anniversary

Sociedade Ponto Verde is organising a photography competition in order to collect people's views on recycling packaging waste to commemorate its 15th anniversary in November this year.

The theme is "Lens 2011: a look at packaging recycling" and photographs can be submitted between 29 August and 10 October.

"The success of recycling packaging waste in Portugal has been proven by the annual growth in quantities taken back. It has only been possible thanks to the efforts made by the public in Portugal. The competition is a way of further involving people in recycling by enabling them to put their views across on such an important area to the country's sustainability," 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.

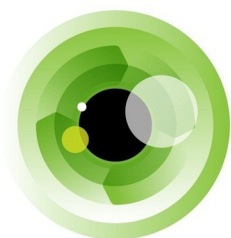
The competition is open to professional and amateur photographers and there is a category for each. Any participant can enter up to five original photographs on www.objectiva2011.com, from 29 August onwards.

"Photography plays an increasingly social and cultural role and helps to record societies' history. It is an excellent medium for a project that shows the environmental, economic and social importance of recycling," he added.

The photographs portraying the recycling of packaging made from glass, plastic, metal, paper, cardboard and wood will be assessed on the basis of originality, impact and photographic quality.

They will be judged by a panel consisting of representatives from Sociedade Ponto Verde, Augusto Brázio (Kameraphoto) and Instituto Português de Fotografia. The prizes range from 250 to 2,500 euros in FNAC vouchers plus the possibility of exhibiting the photos at FNAC stores.

Information and enrolments as of 29 August on www.objectiva2011.com



OBJETIVA 2011

UM OLHAR SOBRE A RECICLAGEM
DE EMBALAGENS



Green Dot Norway news



Music + recycling - Facebook competitions provide green friends

Through competitions on Facebook and collaboration with Norway's largest music festival, Green Dot Norway has over the past two years informed Norwegians between 18 and 35 about collection and recycling of packaging.

For six years now, Green Dot Norway has worked closely with Norway's largest pop and rock festival, the Oya festival. In the middle of Osloten, thousands of music lovers gather in August every year to experience the best of modern rock music delivered from both Norwegian and international artists. The festival has a strong environmental focus on ecological food, energy saving and recycling. It is envisaged that the audience should be able to be environmentally conscious through the form of services provided such as organic food, deposit arrangements and good public transport.

Awarded with the festival tickets



To highlight this partnership, and also take the opportunity to teach youths about collection and recycling of packaging, Green Dot Norway has for the

last two years used Facebook to host a competition where the prize was tickets to the festival. Due to Facebook's restrictive policy on competition and marketing, the competitive applications were added to Green Dot website, while related news was regularly published on the Green Dot Facebook page. The competition was co-branded with the festival logo and a festival press release about the competition was also published by the festival organisers.

Catch the dog

In the summer of 2010, Green Dot Norway launched the "environmental dog" named Jippi that was sent out to sniff into Norwegians' attitudes to environmentally friendly attitudes on waste management. In four hectic summer weeks, Jippi travelled on a virtual journey with around 20 different destinations in Norway and some other European cities as well. Followers on Facebook could twice a week try to solve a puzzle which would reveal the next stop on the dog's summer tour. The solution was disguised in a short story that both contained elements of geography, music and elements from the packaging fractions.



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Film and multiple choices

This year, the experience gained from last year was used to create a new Facebook competition. Film clips and static images were used in combination with multiple choice questions. The questions included: At the festival we will make it easy for the public to help in sorting waste, so that a maximum amount can be used for something new. Do you know how many different types of waste fractions we sort at the festival? Some of the questions

were posted via video clips by employees at the festival.

This year's competition resulted in more than 700 new followers, and now more than 1500 people "like" Green Dot Norway's Facebook page. Very few followers left after the competition and the festival were over. In other words - there is established contact with several people, who are both interested in music and the environment. So it is important to keep in touch, which is possible through weekly publishing on the wall. There are indications that a new competition will occur in the summer of 2012. Stay tuned!



Sekopak news



Sekopak will exceed its set goal in 2011

Based on the latest estimates, the quantities of packaging waste placed on the market by our clients, Sekopak should collect a maximum of 18,000 tons of packaging waste by 2011, in order to achieve the goals for recovery in this year in the quantity set by the state (10 percent of total placement of the packaging). Taking into account your safety as our clients and potential new clients, Sekopak has planned to exceed the set goal by 3% by the end of the year. In this way, our partners, primarily our communal companies, would be stimulated to better prepare for challenges that await in 2012.

In the first seven months of the current this year, Sekopak had, through its partners, already collected and recycled a little more than 14.120 tons of packaging waste. Although recycling of individual types of packaging waste belongs to the group of so-called specific, and not general goals, and although the realization of these goals would be a legal obligation only as of 2012, Sekopak has been successfully following the structure of specific goals in 2011.

By July 31st, Sekopak collected and recycled 26% plastic, 49% paper and cardboard, 23% glass, 1.07% metal and 0.90% wood. The percentage of material from communal source reached 45%.

"Merry Ride" and Belgrade Beer fest collected packaging waste from participants

In addition to collecting from commercial and communal sources of packaging waste, Sekopak organizes collections from another important source of materials - big events (such as concerts, festivals,

meetings, etc.), which gather a large number of people who generate big quantities of packaging waste. The goal of these actions is to remind the public to take care of packaging after using a

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product, in order not to pollute the environment.

Together with its strategic partners and organizers of these events, during the event “Merry Ride” and during Belgrade Beer Fest, Sekopak participated in collecting packaging waste, ensured that appropriate bags for waste disposal were available as well as “Piaggio” - small three-wheeled vehicles for collecting packaging waste, so that visitors and participants at these events could have the possibility of sorting packaging waste. A large quantity of tin cans were collected, as well as a significant quantity of PET plastic, cardboard, composite and polypropylene packaging. All packaging waste collected and sorted in this way was

fully recycled in local recycling plants.

Belgrade Beer Fest™ was founded in 2003. In 2009 the Festival received an award for Marketing Event of the Year by marketing magazine “Taboo” at the occasion of the large social campaign “I Choose to Recycle”, the goals of which are to strengthen environmental awareness of citizens and purchase recycling containers for Belgrade schools. It is the fourth consecutive year that, within the “Merry Ride”; socially responsible recycling action “You Should Recycle Too” is taking place, during which participants learn how to sort out packaging waste and how to take care of and not pollute the environment. As a result of these actions, we are one step closer to establishing a system for environmental protection.



“Sekopak Collection Fleet” at the Belgrade Beer Fest



Used cans and bottles in trucks at the Belgrade Beer Fest



Valpak news



Valpak assists one of the first companies to take advantage of new Civil Sanction powers

Valpak is one of the first packaging compliance schemes to successfully assist a member company in taking advantage of the new Environment Agency (EA) Civil Sanction powers.

Under the new rules, a company who has committed an offence under the packaging regulations in England and Wales can make a financial offer for compensation to the Environment Agency and propose a suitable environmental project or charity to give the money to.

The packaging producer had failed to comply on behalf of some of its packaging handling subsidiaries and enlisted Valpak's assistance in putting its case to the EA. It is believed that the offer is currently one of only five to have been accepted, despite suggestions that quite a large number of Enforcement Undertakings have been received to date by the EA.

The company has instructed Valpak to run an environmental project on their behalf.

(Continued from page 14)



Valpak has selected North Tyneside Council as its partner in the North East of England. The company's offer of £21,000 will be used to run a communication campaign which aims to encourage residents to wash, squash and recycle their plastic bottles through a pledge scheme. Those residents who have submitted a pledge will be selected at random to have their recycling kerbside bin checked. If they have fulfilled their pledge, they will be awarded between £20 and £1000 in shopping vouchers. The scheme will run from November this year until the end of January 2012.

We believe that this is a really positive change for obligated companies in England and Wales that have been non-compliant in the past and wish to do the right thing by the environment.

Students' battery collecting efforts net them a top prize

Conscientious students, from 130 schools and colleges in Walsall near Birmingham, have been busy collecting used portable batteries with the aim of winning a top prize for their efforts.

Valpak worked alongside Walsall Council and G&P Batteries, a local battery collection firm, to set up the school battery recycling competition, with the aim of diverting waste batteries from landfill and to educate students and their families about the importance of recycling.

The school rankings were calculated by dividing the total tonnage of batteries collected by the number of pupils in the school or college. This ensured that the success of the pupils, rather than the size of the school, was rewarded.

One of the winning schools was Oakwood School for children with special needs who managed to collect 1.76 kg per pupil over four months. The winning schools could choose from a new laptop or book tokens.

In total, Walsall Council managed to divert 3.034 tonnes of used batteries from landfill in the first quarter of 2011. That is the equivalent of about 137,909 batteries.





Valpak achieves carbon neutrality

In June this year Valpak's team of sustainable development consultants undertook an exercise to measure all of the company's emissions, from which they were able to construct a plan to reduce their impact and achieve carbon neutrality in line with the ISO 14064 and PAS 2060 guidelines.

PAS 2060 (The Publicly Available Specification 2060) is a national standard which provides a consistent approach for organisations to demonstrate carbon neutrality. It was published by the British Standards Institute in April 2010 and requires an organisation to determine its carbon footprint, in line with recognised methodologies and produce a Carbon Footprint Management Plan describing how they intend to reduce their emissions and achieve carbon neutrality.

Valpak's 2010 carbon footprint calculation included all direct emissions, indirect energy emissions (which related to the consumption of electricity) and other

indirect emissions that occurred as a consequence of Valpak's actions. Using this, they were able to identify key areas of consumption and develop appropriate carbon reduction plans. Valpak's carbon reduction plans are focussed on: business mileage (road), electricity use and site waste from their Materials Recovery Facility (MRF).

As well as working to reduce their carbon footprint, Valpak also offset their emissions by investing in a Verified Carbon Standard (VCS) accredited project to operate sustainable small hydropower stations in rural South West China. These are small hydro power stations generating renewable electricity. More information regarding this project can be found on the VCS website: www.v-c-s.org

Valpak will now have discussions with suppliers, staff and sub-contractors to establish what changes can be made to reduce their impacts directly.



ECOPACK news



ECOPACK BULGARIA - Information & education initiatives : 3D Ecobus

3D Ecobus - the newest project of Ecopack is part of the company's efforts to promote responsible attitudes towards the environment the separate waste collection of packaging. The project is supported by the Ministry of Education and Science. Ecopack 3D bus is a modern and mobile centre for training and presentations, which presents in an interesting and interactive way the problem of separate collection to students from the first to the fourth grade. The program of 3Dbus is consistent with the interests of children in that age group. So far, 3890 students from grade 1 to 4 of 22 schools in Sofia have had the possibility to



learn about the separate collection and its benefits in the Ecopack eco-bus. Each child visiting the green hours of Ecopack receives a gift - seeds of an acacia or fir-tree which he or she has to plant.

(Continued from page 16)



The campaign will last 2,5 years and will cover more than 410 schools (100 000 children) in 96 municipalities where ECOPACK operates.

Once it had become a magnet for hundreds of students, Ecopack 3D bus then opened its doors for its first adult guests. Corporate training and seminars for separate collection in 3D Ecobus - Employees of companies such as Coca-

Cola, Procter & Gamble, Phillip Morris, Danone, Gorna Banya and others, had the opportunity to experience mobile company training on the separate waste collection of packaging in the 3D Ecobus. The training agenda included a presentation on Ecopack and systems for separate collection, a visit of the separating lines and an educational movie entitled "The way of the packaging waste". For all attendees there were brochures with more information about Ecopack and separate collection, as well as special eco-degrees.

ECOPACK BULGARIA - Information & education initiatives : Campaign Eco pavillion "Architects of the Future"

Campaign Eco pavillion "Architects of the Future" - The Eco pavillion consists of three rooms, symbolizing the 3 types of recyclable packaging. 3 hostesses - one for each section, provide information, leaflets & small gifts to all visitors. Inside the pavillion was a presentation, "Live installation - the way of PW", providing - examples of different materials at different stages of recycling, objects created from packaging as well as a film on separate collection and recycling shown on three TV screens. The pilot campaign was launched in 2010, with our

eco-pavillion visiting 6 Bulgarian cities - Burgas, Varna, Dobrich, Rousse, Pleven and Stara Zagora and was attended by over 50,000 people.

The second phase of the campaign "Architects of the Future" continued into April, May and June 2011, with visits in Sofia, Montana, Veliko Tarnovo, Shumen, Haskovo and Kyustendil, and was visited by 30 000 people. The campaign informs and educates citizens about the practices of separate waste collection of packaging and of their conversion process to raw materials for production.





Der Grüne Punkt –

Duales System Deutschland GmbH

DSD news



Every kilogram of plastic counts!

DSD's Environmental Performance Balance for 2010: Total recovery rate at 104 % / Der Grüne Punkt saves energy and contributes substantially to climate protection.

The recovery rates achieved by the Dual System for used sales packages rose once again in 2010, and continue to run at a very high level. The total recovery rate, at 104 percent, is once again above 100 percent - which means that Der Grüne Punkt - Duales System Deutschland GmbH (DSD) collected and recycled more packages than were actually participating in its dual system.

Last year, fewer packages were registered in the dual system than in 2009, although just as many packages were collected from consumers as in the previous year. This is a disturbing development, since clearly more loopholes have again been exploited in order to smuggle past the dual system packages that consumers dispose of in the Yellow Sack and the Yellow Bin, and thus to defraud first dealers and consumers.

Each kilogram of plastic recycled saves 1.3 kilograms of CO₂

There's more at stake here though, than merely meeting statutory requirements. Recycling with Der Grüne Punkt is good for the climate, and secures valuable raw materials for the business community. Last year, for example, by recycling used packages DSD saved 49 billion megajoules of primary energy, preventing the emission of 1.3 million tons of carbon dioxide equivalent. Each kilogram of plastic that consumers put in the Yellow Bin or the Yellow Sack instead of throwing it away with the non-recyclables saves 1.3 kilograms of CO₂. The secondary raw materials produced from the packages collected are meanwhile selling very well in the industrial sector.

DSD has exceeded all the recovery rates laid down in the German Packaging Ordinance: 93 percent of the registered glass packages were recycled, compared to the requirements of 75 percent. In the case of packages made from paper, board and cardboard the rate achieved was 112

percent (requirement: 70 percent), for lightweight packages 117 percent (requirement: 60 to 70 percent, depending on the type of material involved).

Environmental Performance Report 2010

Sustainable resource protection with the Green Dot

Packaging recycling with the Green Dot saves energy and contributes essentially to climate protection:

Source: Duales System Deutschland GmbH (DSD), June 2011

By recycling **2.2 million tons** of used sales packaging in 2010 DSD has avoided **1.3 million tons** of CO₂-equivalents and saved **49 billion megajoule** of primary energy.



Green Dot Latvia news



Country-wide campaign to motivate non-sorters

Recent surveys have revealed that approximately half of the Latvian population are waste sorters. To draw in the non-sorters and give extra knowledge and motivation for those who already sort, Latvijas Zaļais punkts (Green Dot Latvia) carried out a country wide campaign which took place from May to August.

As the fee for waste management service is low and saving by sorting is insignificant in terms of money, sorters in Latvia are driven mostly by green thinking. Therefore one of the principal components of the campaign was the motivation to win a monetary prize. Our rationale was that the prize would stimulate the non-sorters to join in and, once the habit is adopted, they will continue to sort in the future. Additionally, Latvijas Zaļais punkts cared to make every sorter understand their role inside the sorting and recycling chain as well as reminding them about recycling plants working in Latvia, emphasizing that sorting helps the Latvian economy to recover after the crisis.

As the campaign was quite extended in terms of time, Latvijas Zaļais punkts used a variety of unusual communication channels and methods to maintain interest and attract new participants. One was to participate in 10 regional festivals with an activity to create a PET bottle “Tree of good intentions”, an installation made by everybody, by adding his/her empty PET bottle to the stem of the “tree”. The second initiative was a “Come and sort!” flashmob which took place during the Riga city festival when large masses of people gather. It was organized thanks to massive usage of social media. Participants of the

flashmob, making noise with recyclables, were marching over the bridge of the river Daugava and through Old Riga, meeting surprised faces and the lens of cameras of hundreds of festival goers.

The campaign was organized in close collaboration with local municipalities as they are important messengers with a significant impact on local society. An important job was also done by waste management organizations directly at sorting sites where sorters that wanted to take part in the lottery were registered and later on draws were held.

Watch the flashmobvideo here: <http://www.youtube.com/watch?v=Xtz1BszUFGY>



Flashmob participants were marching making noise with recyclables



PET bottle “Tree of good intentions” was made by people adding PET bottles



Pampering our licensees

Beneficial audits to assess the necessary improvements

To help our licensees to improve the accountancy of producers' responsibility products at their companies and to provide an opportunity to verify the conformity of the procedure of documentation with the actual economic activities and the legal requirements, the Packaging Certification Centre of Latvia (LPCC) on behalf of Latvijas Zaļais punkts audits the records of the producers' responsibility products transferred under our responsibility.

Since 2004 LPCC has audited approximately 20% of our licensees. The audit gives the company the opportunity to verify, whether the applied procedure ensures documentation that complies with the legal requirements, to assess the necessary improvements and to update the method of documentation. The auditors make estimates of the under-recorded or over-recorded volumes of producers' responsibility products, but they do not calculate any fines.

Gratis Seminars for Licensees

Latvijas Zaļais punkts is the leading producers' responsibility organization in Latvia, serving on behalf of almost 4000

licensees. To provide them with valuable advice, practical help and information, we organise regular seminars for the new and the established LZP licensees.

During the seminars tailored for the new licensees people work in small groups, allowing everybody who is interested to master the functioning of the electronic system for filing reports and to obtain all the necessary basic information on the management of waste produced in the company and the documentation of the flow of producers' responsibility products.

The goal of the second group of seminars is to instruct and educate book-keepers and representatives of financial departments from the largest companies where notable amounts and varieties of producers' responsibility products are recorded on a daily basis. During the seminars they debate on such topics as packaging prevention, non-standard packaging, and common mistakes in the documentation leading to non-compliance with the legislation.

Furthermore, at least once a year LZP invites its licensees for seminar where management reports on activities and results of the previous period. Representatives of the Ministry of Environment of the Republic of Latvia inform on the topical issues in legislation

regulating the management of producers' responsibility products.



During the seminar representatives of the new licensees work in small groups



ENVI-PAK news



Together with Pohoda Festival visitors, we created a huge eco-footprint

Everyone's behaviour leaves an indelible ecological footprint on our planet. ENVI-PAK, together with State Secretary of Ministry of Environment Branislav Cimerman invited visitors to the summer festival, where instead of leaving a footprint on nature,; they could create a symbolic eco-footprint by using their hands or feet. By imprinting their hands or feet and creating the symbolic eco-footprint hundreds of visitors expressed their determination to behave in a more environmentally friendly manner. Slovak Prime Minister Iveta Radičová also got involved. In addition to contributing to the creation of eco-footprint by imprints of her hands, a green silicone bracelet Green Dot shone on her hand for the duration of the festival.

Young people also wondered whether they act "green" enough, not only at festival but also in their everyday life. Up to 1413 people completed the questionnaire and were, based on the outcome, told whether they fall into the category of ECO-God, EKO-Sapiens or ECO-Killer. After evaluating the questionnaires we can be proud of the festival goers. Most of them - 876 (62%) belong to the ECO-Sapiens category. Up to 35% were ECO-Gods - together 495 visitors reported nature friendly behaviour - they sort waste, buy local products and they use a bicycle or walk to get around. The smallest group were the ECO-Killers. Only 42 visitors ended up in this class, less than 3%.

The Pohoda festival was the first Slovak festival where visitors could separate waste. This was the sixth year that a certain volume of waste could be reused and not end up in a landfill. In addition to plastics, paper and metal waste, for the first time also biodegradable waste could be sorted - as for example remnants of

food, peels of fruits and vegetables. To provide sufficient information about waste separation to visitors, all containers were fitted with clear labels that did not leave anybody in doubt as to where different waste belonged. Information on waste sorting could be found on posters in stands, where the majority of waste was generated - plastic cups, bottles, trays and food leftovers. ENVI-PAK built on the idea of Friends of the Earth in 2006 and since 2007 has provided the opportunity to sort waste at Pohoda festival.

As much as 71,8 tonnes of waste was produced at the festival this year. Visitors were able to separate a total of 23,56 %, in comparison to 2010 when people sorted out only 22,7%. This year we are proud that we broke last year's official Slovak record for the amount of separated plastic waste in an event. While in 2010 it was 10,4 tonnes, in 2011 it was 11.3 tonnes.

The waste visitors sorted during the four days of the festival went to recyclers and will continue to bring benefits as secondary raw material.





CONAI news



“10plus Collection”, the month of recycling and high-quality separate waste collection

October: a month full of events all over Italy.

Again in the eye of the public with CONAI the 10 Rules for Recycling and High-Quality Separate Waste Collection.

The “10plus Collection, the Month of Recycling and High-Quality Separate Waste Collection”, promoted by CONAI - Consorzio Nazionale Imballaggi (National Packaging Consortium), in collaboration with the Ministry of the Environment and with the cooperation of ANCI (National Association of the Italian Municipalities), starts on October 4th with a series of events all over the Country. The objective is straightforward: to inform citizens on how to act, through ten simple rules a high-quality separate waste collection and thus improving the results of packaging recycling.

A website, www.raccolta10piu.it, and an online competition on recycling have been set up related to the Recycling and High-Quality Separate Waste Collection Days. Those who are most knowledgeable on this topic, the “10plus Family”, will be presented with an award by CONAI during a nationally broadcasted TV program.

During its second edition, the event will

day by day reach 20 regional capitals, 90 provincial capitals and all those Italian Municipalities that decide to join the program.

Customized vans with the logo of the event will stop-over in provincial capitals, while gazebos will be erected in regional capitals. Therefore, Italian public squares will become the central hub of “10plus Collection” and a site where citizens can be provided with the “10 Rules for High-Quality Waste Collection”. Furthermore, cyclers with the “10plus Collection” logo will circulate in the cities to distribute a 10-Rules pamphlet to citizens, directly involving them in the event.

Thanks to the ever widespread diffusion of separate collection, backed by the Consortium System - today over 7,000 Municipalities are served, with 56 million citizens involved, corresponding to 96% of the population. In 2010 **the results of the total packaging waste recovery** of steel, aluminium, paper, wood, plastic and glass **reached 74.9%**, corresponding to 8.5 million tons recovered out of 11.4 million tons placed on the market. **Overall recycling amounted to 64.6%** of the total placed on the market and the **use of landfills lowered to less than 25%**.



Green Dot news



Preparing the new business plan

Green Dot Cyprus is preparing for a new accreditation of the Collective Packaging System this semester. In this respect we are now preparing a new six-year business

plan to accompany the application for the renewal of our license for the period of August 2012 - July 2018, to be submitted to the authorities by the end of 2011.

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We are working on the new Business Plan with confidence, acquired from the accomplishment of previously set targets. The first six years of the System were a real challenge for all people involved since there was no previous experience and minimum infrastructure. However, with determination and dedicated work we have managed to create a functional and reliable System which now serves 90% of the population, represents almost 900 companies and employs overall, including waste contractors, around 200 people. In 2010 for the first time the Organization

exceeded its recovery and recycling targets by recycling 41,500 tonnes of packaging material. It is also important that the fulfilment of targets was achieved in a financial context better than originally planned, meaning lower fees for industry. The results confirmed that the decisions made in the process were correct and the progress quite satisfactory. For the next six years we truly believe that with the experience we now have we can achieve the higher recovery and recycling targets of the Packaging and Packaging Waste Directive (2004/12/EC), which apply in Cyprus on 1st January 2013.

“Recycling Hero”

The Recycling Hero game, is an initiative of Green Dot Cyprus sponsored by Marfin Laiki Bank and aims to raise awareness about recycling and educate people on proper sorting. Each player aims to gather as many points as possible by sorting the recyclable materials properly. Every month, the first three players with the highest scores win the title of Recycling Hero along with two recycling bins for their house, with an additional option to sign and donate them to a school or another institution. Let's see if you are also a hero at www.recyclinghero.com.cy.



Distinguished Recycling Area - Recycling Balloon

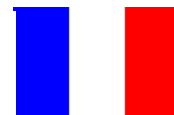
Exceptional recycling efforts must be recognised and communicated, not only on a personal level but also at a community level. Green Dot Cyprus created for this reason the Recycling Balloon, a large size visible Green Dot balloon placed every month in the community that did exceptional recycling work. The balloon expresses our appreciation for such efforts, but also shows other communities that those who care are recognised and advertised for their efforts.





ECO
EMBALLAGES

Eco-Emballages news



Extension of plastic recycling guidelines tested on 5 million French citizens - Target: Double the amount of plastic packaging recycled

In 2010, Eco-Emballages issued a request for proposals to local authorities to extend the sorting guidelines for plastic packaging to accept more than just bottles and containers. **Nearly 80 local authorities** from over one hundred proposals were pre-selected. The pilot cities, spread throughout France, constitute a representative grid of the population and shed light on the diversity of recycling and collection problems.

In parallel, a request for proposals was issued in March 2010 to support the development of new industrial solutions for the creation of new techniques and processes for recycling the new resins being collected. The majority of this tonnage will be recycled in new schemes over the course of the next 3 years: **9 industrial projects** are already in place.

In addition, Eco-Emballages has decided on an upstream course of action concerning the sorting and recycling chain by encouraging companies to reduce their packaging materials at the source and increase the amount of recyclable



materials. A request for proposals will be issued this autumn.

Beginning in 2012, **5 million French citizens** will be able to dispose of all plastic household packaging in the recycling bin: yogurt cups, fruit punnets, frozen food bags, etc.

Ultimately, extending the sorting guidelines opens the possibility of doubling the recycling rate of plastic packaging waste to 40%.

In the long term this would mean an increase of between 3.5% and 5% in the overall recycling rate for household packaging waste regardless of material.

New 2012 scheme for Eco-Emballages contributors

The “Green Dot” calculation and contribution system has not changed in 10 years. In the interest of fairness and clarity, Eco-Emballages wishes to revisit their contribution scheme which mainly aims to increase the amount of household packaging waste being recycled and to strengthen support for prevention and eco-design.

Increase recycling

The rise of sorting and recycling will be the company’s priority for the coming



(Continued from page 24)

years. Eco-Emballages and its member companies are committed to achieving the objectives of the Grenelle Environment Round Table in order to meet the expectations of consumers and citizens:

- Reach a national recycling rate of 75% for household packaging waste as opposed to 64% in 2010.
- Cover 80% of net costs for an optimised collection and sorting scheme enabling 75% of packaging waste to be recycled.

These objectives are at the core of the new accreditation that Eco-Emballages received from public authorities for the period from 2011-2016.

Strengthen prevention

The “Green Dot” system has always been eco-modulated with companies

contributing based on the weight and the number of packaging units that they put on the market. A mark-up for problematic packaging has also been introduced. However, Eco-Emballages wishes to go further to strengthen this system:

- 2% bonus for packaging that incorporates preventive actions.
- 2% bonus for packaging carrying recycling awareness messages.
- 100% mark-up for non-recyclable packaging.
- 50% mark-up for packaging listed as problematic for recycling.

What’s new

- Developments in different materials to more closely match actual costs.
- Redefinition of a unit and removal of ceilings to promote fair practices.

Eco-Emballages collected over 15 tonnes in packaging waste at the “Rock En Seine” festival!

The success of this event is thanks to the sorting and recycling stations placed throughout the festival grounds by Eco-Emballages, the commitment of 100 Rock en Seine and Eco-Emballages volunteers and the contribution of all the festival-goers.

Over 4 tonnes of glass and 11 tonnes of packaging were collected

With the placement of 200 recycling checkpoints throughout the festival grounds, both in public and professional areas, and the work of 100 Rock en Seine and Eco-Emballages volunteers assigned to collect packaging waste and raise awareness among festival goers, nearly 7 tonnes of light-weight packaging waste (cans, plastic bottles), over 4 tonnes of cardboard and 4 tonnes of glass were collected at the festival which gathered 108,000 festival goers from 26th to 28th August.

Recycling the packaging waste collected

The cardboard and glass packaging waste was transported directly to recycling factories whereas the remaining packaging

waste was sent to the sorting centre for processing.

Good practices for sorting and recycling at events

The Rock en Seine event is part of a larger experimental movement led by Eco-Emballages to increase the number of collection and recycling facilities and heighten awareness at numerous festivals and events (Paris Marathon, Tour de France, Solidays (AIDS charity event), etc.) with the goal of defining good practices in this context. Recycling being implemented at public events is also a great way for Eco-Emballages to raise public awareness and gain support for this civic action.





FOST PLUS news



Green dot tariffs fall by 12%

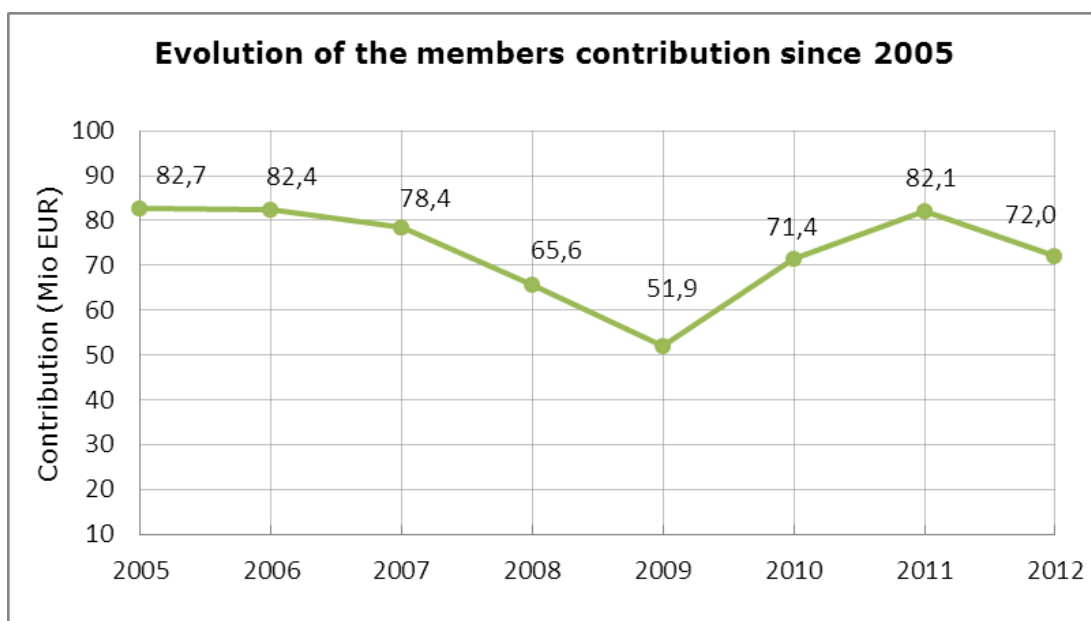
There will be an average 12% drop in Green dot tariffs for 2012 in comparison to 2011. The decrease is due to higher income from the materials.

There have been several sharp hikes in Green Dot tariffs in recent years. There were mainly due to fluctuations in the prices received by Fost Plus for collected and sorted packaging.

Prices for materials fell sharply in late 2008, just as the economic crisis broke

out. The sudden drop was followed by a tentative recovery in 2009. In 2010 and 2011, Fost Plus had to raise the Green Dot tariffs twice due to the low material yields. The increase was partially mitigated through the infusion of available reserves.

After two increases, Fost Plus is now able to announce a tariff drop of 12% for 2012, thanks to the strong recovery in material prices in 2010.



New communication campaign in Belgium

Fost Plus launched mid September a new national communication campaign. It is focused on the quality of sorting packaging. This idea has been translated into a positive and motivating campaign which has as central headline: "Perfect sorting, we're almost there".

Perfect sorting, we're almost there

The former campaigns of Fost Plus mainly focused on the reality of recycling and presented the variety of recycled objects in our daily life. The new campaign goes

back to basics: good sorting makes a difference. Although Belgium is at the forefront of recycling, people can still go the extra mile and avoid some specific sorting errors. That's the objective of this campaign.

An extensive use of the media

In order to reach a rather heterogeneous target group, different types of media are being used. Depending on the features and possibilities of the medium, specific

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sorting errors are addressed. The TV-commercial celebrates good sorting; a series of radio-commercials are highly explicit, and an outdoor-campaign visualizes - with a wink - typical sorting errors. In addition to this, the very practically oriented websites www.trionsmieux.be or www.betersorteren.be offer specific answers on how to sort empty packaging. One can also discover all elements of the campaign on this website.

This campaign is also reinforced locally. Inter-municipal organizations have received a toolkit with supporting material (e.g. posters, banners and advertorials) to communicate the same message in a coherent way at a local level.



Perfect sorting, we're almost there

The Fost Plus prevention website now in English

www.preventpack.be the prevention website of Fost Plus will be available in English by the end of October. It provides all the information to help our members optimize their packaging:

- Information on packaging roles and the legal framework of prevention;
- Numerous practical examples of packaging prevention, provided by our members;
- Thematic publications, each presenting one aspect of packaging, testimony of our members and one role of packaging. Themes are, among others, the food contact with recycled materials, the smart

and intelligent packaging, the reusable packaging, the portioning, the ecological design,...

The website also gives you the opportunity to freely subscribe to our thematic newsletter, to visit our virtual exhibition and to watch our movie about packaging, to follow the link to our design for recycling website www.pack4recycling.be,...

As we announced a few months ago, Fost Plus is organizing a **seminar on packaging optimization** on 21st November. You'll find the final program as well as the practical information and the registration form on www.packagingseminar.be.



ARA news

ARA
Altstoff Recycling Austria

ARA lowers prices for 2012

Following two price cuts in 2011, ARA will be able to further reduce its tariffs for 2012.

Prices will be lowered for almost all packaging materials. This step has become possible thanks to favourable

(Continued from page 27)

developments in the markets for secondary raw materials, the tendering of collection, sorting and recycling services, as well as comprehensive structural

measures.

On average, ARA's license tariffs will thus be around 9 % lower than the 2011 level, and at the lowest level in ARA's history.

Tariffs (€/kg) excl. VAT

Packaging materials		As of July 1, 2011	As of Jan. 1, 2011	Change
1.1.	Sales packaging – paper	0.115	0.100	-13.0%
1.2.	Transport packaging – paper	0.040	0.037	-7.5%
2.	Disposable glass packaging	0.071	0.071	-
3.	Wood	0.013	0.011	-15.4%
4.	Ceramics	0.170	0,140	-17.6%
5.1.	Ferrous metals small < 3 l	0.260	0.235	-9.6%
5.2.	Ferrous metals large ≥ 3 l	0.110	0.090	-18.2%
5.3.	Aluminium	0.420	0.380	-9.5%
6.	Textiles	0.265	0.200	-24.5%
7.0.	Plastics small (including shopping bags)	0.620	0.590	-4.8%
7.1.	EPS (e. g. Styrofoam®) ≥ 0.1 kg/SU	0.190	0.190	-
8.	Compound materials (without beverage compound cartons)	0.600	0.580	-3.3%
9.	Industrial, commercial and large plastic packaging (ICP)			
9.1.	Foils ≥ 1.5 m ² , Tray foils ≥ 0.25 m ² , Hoops; Adhesive tapes	0.105	0.100	-4.8%
9.2.	Hollow bodies ≥ 5 l, Bags > 10 l, Net bags ≥ 25 l, Cartridges, Moulded bodies ≥ 0.15 kg (without EPS)	0.105	0.100	-4.8%
10.	Packaging materials on a biological basis	0.450	0.450	-

Youth awareness campaign on waste separation

In August 2011, ARA and Vienna's Municipal Department 48 (waste management) launched an awareness campaign on waste separation in Vienna. ARA was able to secure the support of

Austrian top act Trackshittaz, who rewrote the lyrics of their chart hit "Oida Taunz!" ("Dance, Dude!") to match the campaign title, "Oida Trenn!" ("Sort your Waste, Dude!").



(Continued from page 28)

The campaign targets above all young people. Its main message is that separating waste just makes sense and that it allows every one of us to contribute to climate protection with minimal effort. The Viennese are already very diligent at sorting waste - more than 350,000 tonnes of waste are collected separately per year. While this is a great result by international standards, there is still room for improvement, as people continue to throw PET bottles, metal cans and glass bottles in the residual waste bin. "Sort your Waste, Dude!" aims at further improving people's habits regarding the separation of packaging waste.

The campaign is set to run until the end of October, using Austrian standard-size posters (3.36 m x 2.38 m), backlit City Light posters, Rolling Board billboards, newsprint ads,



radio spots, as well as ads on underground trains and one tram line.

Given that the campaign addresses above all young people, ARA chose to use Facebook, too: The code for a free download of the song "Oida Trenn!" is available on the Facebook pages of both ARA and Vienna's Municipal Department 48. In addition, people can play a game on Facebook and win CDs by Trackshittaz and meet-and-greet concert tickets.

ARA Lecture: Our Common Future

The next ARA Lecture will be given by former Norwegian Prime Minister Gro Harlem Brundtland, who will talk about "Our Common Future" on 12 October 2011.

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 is widely known as the Brundtland Report. It was published in April 1987 and is to this day considered a milestone in environmental policy. Questions to be asked now are: How has the sustainability concept developed since then? Where do we stand today, and what are the next steps to be taken?

Gro Harlem Brundtland was the first female prime minister of Norway. She acquired an international reputation as an

advocate of sustainable development in the 1980s and served as Director-General of the World Health Organization from 1998 onward. In 2007, she was appointed UN Special Envoy for Climate Change by UN Secretary-General Ban Ki-moon. She is also a founding member of "The Elders", an independent group of eminent global leaders.

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

The lecture will be held in English. A live stream of the event will be available on 12th October 2011 from 6 p.m. at www.aralectures.at.

ARA goes Web 2.0

Since August 2011, ARA has had both a Facebook and a XING presence.

Our Facebook page is a central hub for anyone who wants to know more about waste prevention, waste collection and recycling, and it is an additional channel for ARA to communicate directly with consumers.

ARA's XING presence will be used to provide an online forum and additional information, e.g. on ARA Lectures.

Please check out our new Facebook page at <http://www.facebook.com/ARA.recycling> and our XING page at <https://www.xing.com/companies/araaltstoffrecyclingaustriaag>



EKO-KOM NEWS

Eco-EKO-KOM Communication Campaign—The heroes of genre films promote waste separation



This year's autumn campaign of the EKO-KOM company under the title "of course" is directed towards those separating waste who EKO-KOM wants to thank for devoting themselves to waste separation. Simultaneously, it is intended to motivate inhabitants who actively separate waste to continue doing so and to not let themselves get confused by myths occurring around waste separation.

In order for the campaign to be properly targeted and adjusted, its content is being prepared on the basis of the results of a survey. This determines the current behaviour and number of those separating waste and also of those who never separated waste or stopped separating for some reason. It found, amongst other things, that people who separate waste do not feel sufficiently motivated to continue doing so in the future. In many cases, people are confused by myths that occur

around the separation and recycling of waste, such as that separated waste ends up in a landfill anyway or that this is just a passing fashion that will soon disappear. Consequently, this year we have chosen acknowledgement as the main motif of the campaign and are targeting communication primarily towards inhabitants who separate waste. Simultaneously, we are trying to overturn common myths in an attractive and enjoyable way.

The heroes of genre films, who combat myths in an original manner on the web site www.samosebou.cz, are primarily employed to overturn myths and promote the subject of waste separation and recycling. Compared to previous years, we are directing a far greater proportion of our activities towards the online environment, where an increasing fraction of the population is active and where it is possible to work longer and better with the user.

The individual episodes can be viewed from August to October, where each of them overturns one myth. We made our selection from the most conventional film genres, intended to attract the broadest possible audience. They include westerns, kung-fu, comedies, film noir and gangster

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films. Waste separation is not the main subject here; it is introduced into the story very unobtrusively but nonetheless integrally.

Overturning myths in film genres.

A brave gunslinger, clumsy little thief, kung-fu fighter, detective or dustman fight myths related to waste separation and recycling in five short genre films. The episodes can be viewed on the web site www.samosebou.cz, where other short films will be added every fourteen days.

The western, gangster and kung-fu can be viewed now. The series of short films will end with the film noir and a comedy for women.

Excellent young directors have participated in this unique film project, for example Jan Těšitel, Radim Špaček (Bonds) and Miroslav Ondruš (Vendetta).

Well known as well as very young, promising actors appear in the films. The first to be shown was the western episode "The Magnificent One", directed by Jan Těšitel. The hero, a lone cowboy separating waste in the Wild West, was played by Tomáš Měcháček, who starred in the film "Protector". One of his three opponents is Ondřej Malý, holder of the Czech Lion for the starring role in the film Pouta (Bonds) directed by Radim Špaček. Other films starred, for example, the actors Robert Nebřenský, Jana Stryková, Jiří Ornest and Norbert Lichý. The short films are supplemented on the web by competitions and games and social media

also plays an important role, especially Facebook and the Twitter channel, which were targeted primarily towards a narrow group of the first reviewers. They selected the most conventional film genres, which viewers can immediately identify and know their rules. What seems to be primarily an audiovisual campaign on the internet is actually a much broader project. The five films are a central element in the campaign which, however, will continue after the individual films have been shown and the entire project will have evolved. A great many interactive applications will appear on the www.samosebou.cz web site, where they will further expand and elaborate the original idea of destroying myths on waste separation using typical genre means.



REPAK news



Irish proposed packaging tax

The Irish Programme for Government has proposed the implementation of a packaging tax, after consultation with

industry. In the original manifestos of the respective government coalition partners, the revenue target for a potential

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packaging tax was circa €60-80 million per annum. This is stark contrast to the €26 million raised by Repak in 2011.

The government date for submissions under the consultation was the 5th of September 2011, which has passed and it is believed they received over 60 submissions. Repak believe the department of the Environment is currently reviewing the submissions with a view to making a recommendation to the Minister. There is no firm date for a recommendation/decision by the Department of Environment Community Local Government on the outcome of the consultation. Repak submission in summary was as follows:

- The Repak producer responsibility model, developed in partnership by Irish industry, government, and other stakeholders, has worked well. Packaging recovery/recycling has grown from a very low base to a point where all EU targets have been successfully achieved, and Ireland is now among the leading EU recycling countries.
- Internationally Ireland is performing exceptionally well when compared against its EU neighbours. In the latest EU Member State rankings of packaging recycling rates 2009,

Ireland is ranked 8th against Denmark 12th and the Netherlands 7th.

- 26 out of 27 EU Member States meet their obligations under the EU Packaging Directives through producer responsibility schemes/models. Denmark is the exception; they meet their obligations solely through packaging taxes.
- Repak fees already constitute a de facto packaging tax. All fees collected from packaging producers are used to fulfill Ireland's packaging recycling obligations.
- The Repak fee structure is both equitable and efficient. Producers pay in accordance with their position on the production / value chain. The reporting and payment system, based on self-assessment, is conducted online, supported by a system of on-site audits. This parallels best practice in any international revenue/taxation system.

In addition to Repak many trade associations and retail bodies have come out strongly against the proposed packaging tax claiming it would increase costs and could be a "double tax" for those compliant members of Repak.

Repak Continues to deliver for Ireland

Ireland has made a lot of headlines recently for some of the things that we would all sooner forget. However, in the midst of all this economic nervousness, one thing that Ireland is still performing well on is packaging recycling.

Repak, has recently revealed that in 2010, Ireland once again exceeded its EU used packaging recycling target of 60% by hitting an estimated 65% recovery rate.

- More than 626,000 tonnes of glass, cardboard, plastic, metal and wood packaging was recycled in Ireland in that year.
- The figures record a drop in the overall amount of used packaging recovered/recycled of 2.8% and a 6.4% drop in Repak revenues, reflecting a more difficult economic environment for members and consumers.
- Also impacting the overall recovery tonnes was a short term localised reprocessing capacity issue. Of the 626,000 tonnes recovered, 558,000 tonnes were recycled (89%) with 68,000 recovered (11%).

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Ireland still does not have large energy recovery facilities - though a new 200,000 tonne 'Waste to Energy' plant is currently being commissioned and will be fully operational in early 2012.

Income raised from Repak's packaging levies from participating member companies totalled €26.3 million in 2010 (down from €28 million in 2009) and throughout this year €28.2 million was spent on supporting the equivalent recovery and recycling of 140 kilos of used packaging per person.

Ireland is now placed eighth out of 27 European countries in recent Eurostat figures for successful packaging recycling and since it began in 2008, Repak has helped divert over 5.7 tonnes of packaging waste from landfill and supported the recovery of 65% of all used packaging.

According to Repak, the disproportionate

importance of packaging recovery/recycling in helping Ireland achieve its EU Landfill Diversion Targets is reflected in the fact that 62% of all municipal solid waste (MSW) now recovered/recycled is made up of used packaging despite it only accounting for 32% of all MSW. Likewise according to the Irish EPA 2009 waste database report packaging accounted for 40% of bio waste diverted from landfill.

Challenges on the horizon

Starting each year we start from zero, certainty of future strategy is crucial, and Repak is confident of meeting and surpassing Ireland's 2011 EU targets. Repak currently faces significant challenges in the immediate future, with a threatened packaging tax by the new Irish Government, decreasing enforcement action, the expiry of its current approval at the end of 2011 and the impending review of Producer Responsibility Initiatives to be undertaken in early 2012.

Öko Pannon news



Hungary nationalizes the organizational model of the recovery organisation

After 15 years of successful operation, the organizational model of the coordinating organisation will be nationalized in Hungary. In light of the legislation on the product charge which will come into force on 1st January 2012, the recovery and recycling of recyclable waste will now be done by the state.

Despite that since 2003 the ÖKO-Pannon Non-profit Ltd. organization has so far achieved and met every year the recovery and recycling targets set forth by the EU directive, as well as by the domestic regulations and thus organized the selective collection and recycling of 2,4 million tonnes of packaging waste, in the future this task will be performed by the National Agency for Waste Management, an organisation that is still being set up.

The state hopes that the new legislation will generate additional revenue and plans a € 315 million product charge income to the state budget in 2014 while demolishing the previous efficiently operating system that was based on the producer's responsibility.

In June, ÖKO-Pannon celebrated its 15th anniversary, but in fact the coordinating organisation started its real activity in 2002 after the legal ground for its activity had been set by the law makers.

The organisation's achievements and results include: in 2003, the company had 3000 contractual partnerships and organized the selective collection, recycling and utilization of 2,4 million tonnes of packaging waste. Over the course of 8 years, within the process of selective waste collection, the amount of the selectively collected packaging household waste increased 15 times. As a result of this, in 2010 this amount exceeded 55 thousand tonnes. Even at times of an economic recession, this positive trend has remained steady. In the meantime a special focus was on cultivating an environmentally friendly life style and attitude amongst the residents. Since 2003, nearly € 7,5 million were spent on educational programs designed for grown-ups as well as for

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children. As part of these schemes, the selective road-show of the organisation has introduced on some 530 occasions the basic knowledge on selective waste collection. More than 600 documentary story-plays were performed for nursery-school children, while more than 5000 media appearances on the issue of selective waste collection were generated. In addition, the environmental campaigns are taking place this year. ÖKO-Pannon's TV advertising campaign propagated the correct methods of waste handling while at present the "Recycling Month" project is being started.

The most important advantage of the organisational model of the coordinating organisation is that it involves in the process all players from the market and the industry, emitters and waste processing enterprises while creating a clear and transparent operational background and settles a balance between all parties involved, ensuring the back and forth seamless flow of information. The financial resources provided by the obligors are equally allocated in all cases to both waste collecting enterprises and to the enterprises specialising in waste processing and recycling as ÖKO-Pannon is absolutely interested in the development of the entire waste management sector.

In spite of this, from 1st January 2012, the new legislation on the product charge will end the system operated by the coordinating organisation and put the management of recyclable waste into the hands of the state. The most significant amendment of the regulation is that from 2012, the environmental obligations and recycling targets prescribed to the emitters of products affected by the product charge payment (packaging waste, electronic waste) cannot be achieved via a coordinating organisation and, provided that the targets are met, gain exemption from the product charge payment.

In some cases and under some special conditions, it will still be possible to individually comply with the environmental obligations but unfortunately this would result into substantial additional costs to the enterprises concerned.

The sphere of companies affected by the product charge payment is also going to change. The most important changes are: in the case of the domestically manufactured products, the first domestic

distributor of the means of packaging becomes the obligor, while in the case of advertisement bearing paper the first distributor becomes the obligor (i.e. the printing house).

According to the legislation adopted in June, the state will set up the National Waste Management Agency which will take over, from 1st January 2012, the coordination of the recycling of waste produced by products affected by the product charge payment. The new organisation is planning to turn € 92 million for financing waste recycling in 2012 out of the € 181 million estimate of income that would be generated by the product charge. The current operating system costs € 55 million. According to the responsible Secretary of State, the income coming from the product charge payment should be increased up to 315 million by 2014.

Points of view concerning the new regulation:

"We could not get away without paying the product charge and this is not likely to happen in the future either" said Éda Pogány communication manager at Coca Cola Hungary. "The coordinating organisations and their licence-partners have always completed the task and fulfilled the obligations so far, waste re-collection and, its processing and recycling have been accomplished. We do not know much about the National Waste Management Agency and we are also curious to find out more details and information about this organisation. We can already count the costs of the environmental product charge in 2012. However, we cannot make any comment on the € 315 million targeted income in 2014 as we do not know any details yet and therefore any comment would only be a speculation."-added the expert.

"The system has always been achieving the EU targets, but there were no other additional costs paid by the market players. We can practically consider the increased amount also as a special tax" said Kiss Gáborné secretary of MŰSZ (Hungarian Association of the Producers of Refreshments, Fruit Juice and Mineral Water). "It is not clear how the € 315 million estimate would be shared and there are many issue and details which should be clarified".

According to the expert, the companies most affected will be those operating in the food-stuff industry as due to the nature of their products or food-stuff safety measures, they will not be able to save money on packaging.



Herrco news



HELLENIC RECOVERY RECYCLING CORPORATION - H.E.R.R.Co

The blue bin at the Special Olympics Games— 4.000 kilos of recyclable materials were collected during the Festival

The Special Olympics, this year's largest athletics event, took place in Greece. Respecting this unique institution and supporting the courage and will power of the athletes of the Special Olympics, the Hellenic Recovery Recycling Corporation (HERRCo) had the honor of participating in this unique competition, by taking care of the collection and utilization of all the recyclable materials used during the Special Olympics' Festival, which took place between the 26th of June and 3rd of July.

HERRCo installed the well-known blue bins, enabling athletes, visitors and all the organizers to recycle their packaging materials. This initiative resulted in the collection of nearly 4.000 kilos of recyclable materials from paper, plastic, aluminum and glass.

With the aim of raising awareness amongst organizers, athletes and spectators, HERRCo erected a special stand to inform the public of the benefits of recycling. HERRCo also organized "The Luna Park of Recycling" to entertain attendees and to teach them correct use of the blue bins through different games.

As there are no losers in the Special Olympic Games - only winners - Recycling through the blue bins creates only benefits for all.

Join in the wonderful world of Athletics!

Join in the wonderful world of Recycling!



ECOEMBES news



ECOEMBES

SEPARAR PARA RECICLAR

The Law on Waste and Contaminated Soils comes into force.

The Law on Waste and Contaminated Soils, which implements the Waste Framework Directive, came into force on 30 July 2011, following its approval in

Congress. It is therefore the end of a long process where Ecoembes has played an active role in coordinating with the different sectors involved, defending interests in the Ministry and those of the

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various political groups in Congress and in the Senate.

The new law imposes more obligations to compliance schemes (organization,

functioning, financing and information to Public Administration) and establishes the possibility of implementing a deposit on certain packaging whenever its environmental, economical and technical viability is shown.

Revolution in recycling of Tetra Pak packaging

Fiber with a high level of quality, high purity aluminium and energy are obtained from the new process.

This initiative recently received the award from the European Union “Best of the Best”.

Tetrapak, Stora Enso and Ecoembes presented a new recycling system installed in the Stora Enso plant in Castellbisbal (Barcelona) on June 28th. The system, based on pyrolysis, enables the separation of paper, polyethylene and aluminium from Tetra Pak packaging.

Once the fiber is separated from polyethylene and aluminium in hidropulper, the new system allows for the introduction of aluminium and polyethylene into a pyrolysis chamber, where polyethylene is gasified and separated from the aluminium, which is then turned into flakes that are later cooled and compressed, generating

aluminium ingots. Gasified polyethylene is used as an energy supply in the facility, and the aluminium is sold, thus completing its life cycle.

This pioneering initiative has recently received the European Union “Best of the Best” award, in LIFE-Environment projects. The innovation and the environmental relevance of the project has been supported, in Spain, by “Centro para el Desarrollo Tecnológico Industrial” (CDTI) and Ministry of Industry, and by the European Commission. Furthermore, it has become a global reference point.

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The North American corner

STEWARDEDGE

The importance of the informal sector in the recovery of used packaging worldwide

In developing countries, about 1 percent of the urban population, at least 15 million people, survive by salvaging recyclables from waste.¹ These informal workers collect used packaging and other waste from a variety of sources, including households, streets and other public places; and municipal open dumps and

landfill sites.² The informal waste sector is integral to waste collection efforts in many cities, as not only do these workers greatly reduce the burden on local authorities in the provision of waste management services, but most importantly their efforts result in significant environmental benefits. The

¹ Medina, M, 2008, The recycling sector in developing countries

² Medina, M, Year unknown. Waste Picker Cooperatives in Developing Countries

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nature of their work exposes informal-sector workers to a host of health and safety risks including exposure to the harsh weather, dangerous waste, and transmittable diseases, as well as risk of injuries and even death.³ Moreover, waste pickers are often at risk of exploitation by opportunistic middlemen, and sometimes receive as low as 5% of the market value of the material they've collected; with the majority of revenue going to middlemen.

As they become increasingly aware of this reality, a number of multi-national consumer packaged goods (CPG) companies have launched pilot projects to improve these practices. This is driven, on the one hand, by strategic supply considerations, as companies seek to increase the quantity of recovered materials that re-enter their material supply lines, and on the other, by corporate social responsibility (CSR) concerns and unease with having branded used packaging materials collected by disadvantaged workers. This is not dissimilar to issues related to the end-of-life management of waste electrical and electronic equipment where persistent media reports highlighting the impacts on human health and the environment resulting from improper processing of e-waste in developing countries (e.g. incineration by backyard recyclers to recover valuable metals like gold).

Recent legislative developments in key emerging markets may help accelerate

CPG companies' pilot project initiatives and create momentum for their adoption on a wider scale. Brazil's new National Solid Waste Policy for example, explicitly recognizes the importance of waste pickers on a social, economic, and environmental basis, and provides for preferential treatment for waste management infrastructure funding for those local authorities that contract with organized groups of waste pickers, such as cooperatives, for collection and recycling services. The law further requires local authorities to implement selective collection services - which rely on the source separation of wet (organic) and dry (non-organic) streams - and calls for the closing of the country's open dumps by 2014. Developments such as these are likely to be monitored closely by those CPG companies looking to increase the recovery of their packaging worldwide, while honouring their social responsibility commitments.

In future, the concept of "producer responsibility" may not only be applied in more developed economies.



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³ Wiego, Inclusive cities http://www.inclusivecities.org/pdfs/WIEGO_Waste_Collectors.pdf