

PRO EUROPE NEWSLETTER

Summer
2011

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Editorial

Dear readers,

Welcome to the summer 2011 edition of the PRO EUROPE newsletter. As always, the pages to follow will provide you with an update on recent activities of PRO EUROPE and its members, EU developments as well as a glimpse of the activities of our North American friends across the Atlantic.

This spring has indeed been a busy one for PRO EUROPE, and we have been active at a national, EU and international level. For example, I participated in a workshop in Helsinki in April on the feasibility of a pan-European deposit system for metal beverage cans, which provided a good opportunity to express the PRO EUROPE point of view on this important issue. A first workshop on the matter was organised in March, in which PRO EUROPE was actively represented.

As part of our continuous engagement with relevant policy makers, we attracted relevant officials from the Commission and the European Parliament to attend a site visit to a sorting plant in the North of Belgium in May. The event was a good occasion to exchange views with relevant decision makers on various issues and inform them about PRO EUROPE. An informative presentation in recycling in Belgium was also made by Fost Plus.

Another excellent forum for stakeholder engagement was the PlasticsEurope Industry Summit Poly Talk, during which I gave a presentation. The summit was a side-event of the EU Green Week on Resource Efficiency, the largest annual conference on EU Environmental Policy.

A highlight at international level this spring was the acceptance of new ISO standards for the packaging sector. The Draft International Standard texts were accepted when ISO-delegates came together in Atlanta in May; a gathering in which I took active part. At national level, I spoke at the conference on Packaging Waste Recovery and Recycling in Poland, which was organised on the occasion of the 10 year anniversary of Rekopol. The stories in the national news section will provide you with an overview of great initiatives and activities that have been going on over the last months at national level.

Furthermore, I would once again like to welcome Macedonian PAKOMAK, who officially became a Member in May, to our organisation. I am pleased to see that our organisation continues to grow, which is a proof of our efforts in the field of producer responsibility. I would also like to take the opportunity to once more welcome our new President Luis Veiga Martins, taking over from Henri Meiresonne who did a great job during his two years as President.

As always, I hope you find the content of this newsletter of interest and I wish you a great summer!

Kind regards,

Joachim Quoden
Managing Director
PRO EUROPE





EU POLICY DEVELOPMENTS

EU 2011 Green Week on Resource Efficiency

The 2011 EU Green Week, the largest annual conference on EU Environmental Policy, took place in Brussels from the 24-27 May. The theme of the 11th edition of the conference was *“Resource Efficiency - Using less, living better”*. During the “Green Week”, participants from the EU institutions and Member States, as well as a wide range of other stakeholders, were given the opportunity to debate and exchange experiences and best practices. Over 40 specialised sessions on various themes were organised. For example, discussions were held on future policy in the field of sustainable consumption and production as well as on how to reduce food waste. Drivers and barriers to resource efficiency for European companies and innovative ideas for the second use of waste were among the other topics treated, as well as how to promote the ‘recycling society’.

Environment Commissioner, Janez Potočnik, who opened and closed the

conference, spoke about the importance of using resources in a wise manner, promoting recycling and reuse of resources, and regarding waste as a valuable resource. Potočnik also stressed that this can be good both for business and to help bring about policy goals in various policy fields such as environment, economy and climate. The Commissioner also reminded the participants that in many regards, resource efficiency is actually a “common sense revolution”.

As a side event to the Green Week, PlasticsEurope (representing the interest of European plastics producers) organised a summit for the plastics industry entitled Poly Talk, which Joachim Quoden, PRO EUROPE’s Managing Director, attended. Plastics and sustainability were the major topics for discussion. Quoden participated in a round table entitled “Is ‘Green’ becoming the key economic driver?”. You find further information on the summit on page six.

EU moving forward in developing end-of-waste criteria for waste streams

Progress is being made on the establishment of EU end-of-waste criteria for the different waste streams under the Waste Framework Directive. According to the new 2008 Directive, certain waste streams shall cease to be classified as waste after having undergone certain treatment and fulfilling specific criteria. Following the development of a methodology-guideline, carried out by the Joint Research Centre’s (JRC) Institute for Prospective Technological Studies for determining end of waste criteria, the JRC is carrying out reports with technical proposals for the end-of-waste criteria for the different waste streams. A general end of waste principle is, according to the JRC, that *“waste ceases to be waste when a useful and safe product is placed on the market”*.

The first end of waste regulation, for iron steel and aluminium scrap, was agreed on

by EU Member States in March and will enter into force in October this year. It requires for example that aluminium should be separated from other metals and cannot contain more than 5% of any other material. The criteria for steel and iron requires excessive ferrous oxide and toxic substances be removed.

A report with recommendations on end-of-waste criteria for paper was presented by the JRC in April 2011. It recommends, among other things, that in order for paper to cease to be considered as waste it should correspond to a paper grade demanded by the market and that it cannot contain hazardous properties. Furthermore, it should not have come into contact with any other type of waste that may have caused contamination during processing.

Regarding end-of-waste criteria for copper, a report with recommendations

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was presented in May this year. Among other things, the guidelines outline that the copper cannot have any hazardous properties and that the scrap should be graded based on standards such as the EN 12861. The JRC though, could not outline exactly what percentage of non-copper material can be tolerated.

The EU executive is also developing criteria for waste streams such as plastic and glass. Work has also started on

criteria development for biodegradable waste. In a statement, Environment Commissioner Potočník outlined that the adoption of the first criteria marked an “important step towards Europe’s goal of becoming a resource-efficient economy and recycling society”.

PRO EUROPE members will take part in a ‘kick-off stakeholder meeting’ on end-of-waste criteria for plastics, which will be organised by the Commission in July.

Commission launches consultation on options to reduce plastic bag use in Europe

The Commission has launched a public consultation in which it asks for stakeholder’s opinions on options to reduce the use of plastic bags in Europe. According to EU data, the total volume of plastic bags produced in Europe was no less than 3.4 million tons in 2008 and the average EU citizen uses as many as 500 plastic bags yearly.

Both the Commission and EU Environment Ministers believe that effective EU action on the matter is needed. The impact plastic carrier bags has on the environment was discussed by EU Environment Ministers in March this year and the Commission has previously informed that it is looking into the matter. A number of possible options, including charging and taxation, as well as a potential ban, all remain on the table.

Whether pricing measures, such as taxation or charges, would be effective or if other options would be better are matters that can be commented on in the consultation. An additional matter treated is that of biodegradable bags and the consultation seeks to find out how satisfied stakeholders are with the requirements on compostability and biodegradability in the EU’s Packaging and Packaging Waste Directive. Opinions on potential environmental, social and economic impacts of measures to strengthen biodegradability requirements for packaging, such as making biodegradable packaging products more visible to consumers, are also sought.

Measures to reduce the use of plastic bags have already been taken in some Member States. For example, Ireland and Denmark have both introduced taxes. Retailers in France charge consumers with a fee and the revenues are used for collection and recycling. Italy introduced a ban on non-biodegradable plastic bags at the beginning of the year, towards which criticism has been raised by the plastics industry.

Another issue that is becoming increasingly prominent on the EU agenda is marine litter. It is sometimes referred to as ‘plastics soup’ as an estimated 83% of marine litter consists of plastics. The problem is intrinsically linked to the plastic bag problematic, as plastic bags that are not waste managed often end up in the oceans and seas. More often than not, due to their small size and low weight, single use plastic bags are not waste managed. It has been acknowledged that an effective EU response to reduce the use of single use plastic bags in the EU could contribute to reducing the ‘plastic soup’ problem. In fact, it has been estimated that approximately 80% of the waste that ends up in the seas and oceans originates from land. As such, all aspects of the waste cycle, including prevention and production, have to be tackled in order to address the problem.

The plastic bag consultation will be open until August 9th. It can be viewed [here](#).

PlasticsEurope and ELIPSO sign joint declaration on marine litter

In mid April, ELIPSO (French Plastic and Flexible Packaging Association) and PlasticsEurope (representing the interest of European plastics producers) announced in a joint press release that they have signed a joint declaration for solutions on marine litter. This initiative has been signed by different plastic industry players and sets out clear objectives for industry action through a six point strategy. According to the strategy, the industry shall, among other things, attempt to prevent waste through public private partnerships; work

jointly with scientists in order to better grasp the scope and impact of the problem; promote enforcement of existing laws to prevent marine litter and promote best practice waste management. The joint declaration can be read [here](#).

ELIPSO and PlasticsEurope have also informed that they have renewed a previously established partnership with an association called "Vacances Propres" (clean vacations), who works to reduce littering in holiday resorts.

Entry into force of the full EU ban on BPA in baby bottles

The EU ban on bisphenol A (BPA) in baby bottles is now in full force. On 1 March the EU ban prohibiting manufacturers from using BPA in baby bottles became operational and was soon followed by a ban on marketing and selling bottles containing the chemical as from 1 June. The decision to ban BPA in baby bottles was made by the Commission late last year, and followed action already taken in Member States such as France and Denmark. On 31 May, Commissioner for Health and Consumer Policy, John Dalli,

made a statement on the matter. Among other things, the Commissioner stated that "June 1 is a milestone in our efforts to better protect the health of EU citizens, in particular the health of our children. Due to the fact that there are uncertainties concerning the effect of the exposure of infants to bisphenol A, the Commission deemed it both necessary and appropriate to take action. The aim is to further reduce the exposure of the most vulnerable part of our population - i.e. infants."



PRO EUROPE news

PRO EUROPE appoints new President

At the beginning of April, Luis Veiga Martins was appointed new President of PRO EUROPE. Martins, Managing Director of Sociedade Ponto Verde (the Portuguese member of PRO EUROPE), takes over from Henri Meiresonne, who has been PRO EUROPE's President for the last two years and will go into retirement.

In relation to Martins' appointment, Joachim Quoden, Managing Director of PRO EUROPE stated that: "I am very pleased about this new appointment and I am looking forward to working closely together with Luis Veiga Martins in the



Luis Veiga Martins

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coming years. Luis brings a wealth of experience and knowledge of the resource management sector to his new position. Under his leadership, Sociedade Ponto Verde successfully promoted the concept of Producer Responsibility in Portugal. I would also like to thank Henri Meiresonne for his leadership and vision as President over the last two years. He made an invaluable contribution to PRO EUROPE's work".

Luis Veiga Martins has been the Managing Director of Sociedade Ponto Verde since

November 2005. Previously, Martins spent 16 years in the paper and pulp industry in the Portucel Soporcel Group, where he started out as Head of Sales for the mill's direct customers in Portugal. Later he was appointed Inapa Paper Marketing Director, before moving to European Sales. After the merger of the different companies he was appointed Sales Director of the Portucel Soporcel Group's paper business, a leading company in Europe.

Martins obtained a degree in Economics and MBA with specialization in Marketing from the Universidade Católica Portuguesa.

PAKOMAK becomes member of PRO EUROPE

The Macedonian non-profit organisation PAKOMAK, founded by Macedonian private companies, officially became a PRO EUROPE member on 20 May 2011.

"Joining PRO EUROPE is a natural step for PAKOMAK. We are glad to be part of this big family that is caring for packaging recovery. We look forward to working in collaboration with our sister organisations, to use their expertise in order to reach our aims which are also national goals of the Ministry for the environment of the Republic of Macedonia" said Filip

Ivanovski, Managing Director at PAKOMAK.

Joachim Quoden, Managing Director of PRO EUROPE, welcomes PAKOMAK into the producer responsibility network and has stated that: "[g]rowing membership is proof of PRO EUROPE's efforts in this area. It demonstrates that PRO EUROPE's principles are shared across Europe. All PRO EUROPE members are committed to supporting our colleagues from PAKOMAK to bring the concept of producer responsibility to F.Y.R. Macedonia."

PRO EUROPE organises site visit with EU officials

At the end of May, PRO EUROPE organised a very successful site visit to a sorting plant in the North of Belgium. The objective of the excursion was to show decision makers from the European Commission and the European Parliament how recycling is done. We managed to attract 12 relevant participants from the Commission and the Parliament to accompany us to a half day event. After a short presentation on PRO EUROPE, recycling in Belgium by Fost Plus and an



introduction to the site, the participants had the possibility to visit the sorting site and get an impression of what happens with the blue recycling bag in Belgium after it is put out on the street. The event was an excellent opportunity for PRO EUROPE to engage with decision makers and to discuss various issues. Judging from the participant's feedback, it raised PRO EUROPE's profile as a key knowledge partner for the EU institutions.

PlasticsEurope Industry Summit with PRO EUROPE's participation

During the Commission's Green Week on Resource Efficiency in May, PlasticsEurope (representing the interest of European plastics producers) organised Poly Talk, a summit for the plastics industry with plastics and sustainability the major topics for discussion. PRO EUROPE took part in the three day summit, which saw the participation of representatives from industries using plastics, retailers, policy-makers, NGOs and academia.

Approximately 250 participants from Europe, the US and the Middle East participated. Various panel discussions were organised under themes such as "The Sustainability Agenda: Where are we?" and "Is 'Green' becoming the key economic driver?" PRO EUROPE's Managing Director, Joachim Quoden, participated in the latter, which was introduced by Environment Commissioner Potočník through a video message. Summit participants left a clear message: that there is a strong commitment of the plastics industry to sustainability and recycling.



PRO EUROPE's Managing Director, Joachim Quoden

PRO EUROPE meets Commission officials

On 8 June 2011, Joachim Quoden, Managing Director of PRO EUROPE and Johan Goossens, Chair of PRO EUROPE's Regulatory Affairs Committee, met with William Neale, Member of Environment Commissioner Potocnik's cabinet as well as Wiliam Sponar and Diana Oancea, Policy Officers in the Waste Management Unit of DG Environment.

William Neale was interested to learn why the recycling performance between EU Member States varies significantly. Joachim Quoden explained that the countries with high recycling quotas are characterised by feasible legislation, active ministries, committed industries exceeding minimum targets set by the EU and having household collection. William Neale informed PRO EUROPE that the Commission is going to publish a Roadmap

on Resource Efficiency in September which will also deal with the concept of Producer Responsibility.

Sponar and Oancea wanted to specifically discuss the different implementations of Packaging and the Packaging Waste Directive including the differences in performance between Member States. They were interested to find out which economic instruments are working in order to convince new Member States to use a system that is close to being optimal. PRO EUROPE presented the advantages of Producer Responsibility and also explained potential difficulties of systems that are acting in a competitive market. Sponar and Oancea also told PRO EUROPE that they are currently under a lot of pressure from the cabinet to become active on plastic.

PRO EUROPE participates in deposit study workshop

As reported previously, the Commission is currently carrying out a study via an external contractor, Eunomia, on the feasibility of a pan-European deposit system for metal beverage cans. The study will assess existing collection and recovery systems of 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.

This spring, Eunomia has organised two workshops related to the study. The most recent workshop took place in Helsinki in April and saw the participation of PRO EUROPE's Managing Director Joachim Quoden. The purpose of the workshop was to discuss problems of cross border trade and to focus attention on private imports from Estonia to Finland. Participants at the Helsinki workshop saw, among other things, presentations of the Finnish and the Estonian deposit system and it was argued that it is functioning well.

A first workshop was organised in Copenhagen in March, during which the border between Germany and Denmark, with regard to the metal beverage cans issue, was discussed. The study was set up based on the long dispute between Germany and Denmark concerning the

large amount of metal beverage cans that are bought in Germany and brought to Denmark (approximately 400 million cans per year). The problem relates to the fact that these cans are accepted neither by the Danish deposit system nor do buyers pay any deposit fee as the cans are immediately taken across the border. The two countries have sought to find a solution to this issue, but so far have had no success. During the Copenhagen workshop, matters such as the nature and scale of the problem, drivers behind border shopping and proposed initiatives to solve the problem were debated.

Eunomia submitted an interim report to the Commission in May and is currently considering organising a third workshop in the late summer or autumn. A stakeholder consultation should be launched in August. The final study by the consultants is expected for November, the results of which will be presented during a stakeholder event in the European Parliament, Brussels, in late October.

PRO EUROPE has prepared a position paper on this matter which it is going to distribute to policy makers and other relevant stakeholders shortly.

Coherence of waste legislation workshop

Fost Plus' Director Business & Marketing, Johan Goossens, participated on behalf of PRO EUROPE in a workshop on the coherence of waste legislation, organised by BIO Intelligence Service in April. The consortium is doing a study on behalf of the European Commission in which it is screening EU recycling directives in order to examine how the EU waste acquis could be simplified / made more coherent. The overall purpose is to align product-specific waste legislation to the Waste Framework Directive. Possibly, new recycling targets will also be set for some sectors.

In developing the proposal on a more coherent EU waste aquis, the Commission is also going to use input from the review on the Thematic Strategy on Waste Prevention as well as the findings from a BIO Intelligence Service study. The objective of the workshop was to discuss the preliminary findings and next steps of

the study and to get input from stakeholders from four roundtables on specific topics.

Goossens gave a presentation at the beginning of the packaging roundtable, in which he spoke about matters relating to the lack of legislative coherence for the packaging waste stream. Questions were raised concerning the link between the Packaging Waste Directive and the Waste Framework Directive, and whether or not plastic needs to be further regulated as plastic waste generation continues to increase. A further issue raised concerned the challenge of defining what is and what is not packaging waste. Goossens will also participate in the second workshop on the coherence of waste legislation, which will take place in July. The final study by BIO Intelligent Service is expected in September.

PRO EUROPE participates in ISO delegates' meeting resulting in acceptance of Draft International Standard texts on packaging and environment

PRO EUROPE's Managing Director, Joachim Quoden, was among the participants when International Standardisation Organization (ISO) delegates came together in Atlanta, USA, in early May. The gathering, which followed previous meetings of the delegates in Stockholm (2009), Beijing (2010), Tokyo (2011), resulted in the acceptance of the Draft International Standard (DIS) texts.

The delegates came together between the 2nd and 6th of May, and brought draft texts in line with input made from a wide range of stakeholders. The ISO has outlined that the participants "succeeded

in creating the robust DIS texts which will be available for final review in the coming months".

The new standards on packaging and environment shall deal with packaging optimisation to minimise its environmental impact, the responsible use of hazardous substances, the recycling and possible reuse of packages. They shall be used by companies in the packaging field, including designers, manufacturers, recyclers and retailers. It is estimated that the standards will be available for use by late 2012.



Group picture of participants at the Atlanta meeting

PRO EUROPE group on LinkedIn



PRO EUROPE has founded a group on the social network "Linked in" open for all employees of PRO EUROPE member organisations. The group gives members the possibility to exchange relevant information, e.g. the latest news, and to discuss them in a forum. The discussions can be followed by all members of the Linked in group but is not visible to anyone outside of the group.

The online platform offers an excellent opportunity to exchange best practices

with colleagues of sister organisations and to give each other advice. It is also a great tool to make other PRO EUROPE members aware of developments in Member States and / or at EU level that could have an impact on other members. In the last weeks, there have been discussions on resource efficiency, the Commission's consultation on plastic bags and recent conferences and seminars.

You can join the PRO EUROPE Linked in group by signing up for the social platform which is free of charge. Once you are member or if you are already a member of Linked in, you simply need to search for "PRO EUROPE network" under groups and request membership.

Rekopol news



Rekopol ten years old

Rekopol celebrated its ten year anniversary this spring. A conference on Packaging Waste Recovery and Recycling in Poland was organised on the occasion of the anniversary, hosted by Waldemar Pawlak, Deputy Prime Minister of Poland and Minister of the Economy, and Bernard Błaszczak, Deputy Minister of the Environment. The conference was attended by around 200 participants, including business people, chambers of commerce members, municipal companies and recyclers, governmental administration and NGO representatives. They discussed matters such as the Polish packaging waste management system and the achievements made since Poland adopted producer responsibility legislation a decade ago. Speaking at the conference, Rekopol President, Piotr Szajrych, made reference to progress made so far, but acknowledged that there was still room for significant improvement. Among other



Joachim Quoden, Managing Director,
PRO EUROPE



Piotr Szajrych, President, Rekopol

things, Szajrych informed that “[o]ver the last 10 years 9.000.000 tons of waste did not end up on illegal waste dumps or landfills but were recycled instead”. Reference was also made by Szajrych to recent Eurostat data, according to which the average rate of waste separation performed among Polish citizens is slightly more than 10 kilos per person per year, which is several times less than of Germany for example.

PRO EUROPE’s managing director Joachim Quoden, who took part in the conference, welcomed the progress made by Rekopol to date and stated that “we are working closely with Rekopol to share experiences collected from other Member States to bring Poland up to the next level”.

Rekopol Recovery Organization SA and the Duales System Deutschland GmbH organise joint seminar

On 17th of March, a seminar entitled “International commercial contracts - effective distribution of goods on the German market and the recycling fee”, organized by Rekopol Recovery Organization SA and the Duales System

Deutschland GmbH, took place in Warsaw. The common idea of the PRO EUROPE members was to bring closer recovery regulations put in force in German law that effect Polish companies participating in the German system.

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The event has met with great interest by Polish entrepreneurs. During the meeting, participants willingly took advantage of the opportunity of the individual consultations with a representative of DSD - Mr Georg Schmidt, who gave

comprehensive explanations of important issues and individual queries.

A survey conducted post-seminar revealed that participants highly appreciated the subject matter, the high level of statement as well as the organization of the meeting for which we thank all participants.



If you are interested in obtaining detailed information on the presented material, please contact Rekopol Recovery Organization.

This event has shown the successful cooperation between two PRO EUROPE members and allow us to move on future possible projects.



ENVI-PAK news



ENVI-PAK receives the award for corporate social responsibility "Via Bona Slovakia 2010"

Via Bona Slovakia is a prestigious award, which reflects the Pontis Foundation annual public appreciation of companies and entrepreneurs in Slovakia who develop corporate responsibility and corporate philanthropy.

CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

The Via Bona Slovakia awards includes a Green Prize for the environmental projects. For the year 2010, the recovery scheme ENVI-PAK has been awarded for the nominated project of direct financial



support of separate waste collection in the Slovak municipalities.

The money paid by the industry for collection, recovery and recycling of packaging waste were in a long term by the recovery schemes and the Recycling fund directed to the businesses - collection companies and recyclers. Municipalities which are legally required to provide separate waste collection

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systems do not gain profit from them, however, they suffer the most from the unstable prices of secondary raw materials (e.g. the result of the global crisis in 2009). The obligation to ensure separated waste collection for towns and villages however, remains.

ENVI-PAK analyzed the impacts of change - to redirect the cash flow from collection companies and recyclers to the municipalities and on the basis of the findings, decided to massively increase the direct financial support of separate

waste collection in the Slovak municipalities.

Through the financial support and advice of the recovery scheme ENVI-PAK, it has been possible to stimulate separate collection of waste in a number of municipalities in Slovakia. ENVI-PAK has been educating citizens in the area for waste sorting and has helped to set up the local integrated separate collection systems effectively.

The managing director of ENVI-PAK, Hana Nováková, received the prize from the hands of the Ambassador of Netherlands in Slovakia, Daphne Bergsma.



Ponto Verde news

sociedade
pontoverde

Sociedade Ponto Verde sponsors Brazilian film about waste pickers

The Brazilian documentary *Waste Land* by Midas Filmes premiered in Portugal on 28th April. It is an extraordinary film that has moved audiences at all the festivals at which it has been screened. It addresses the reality of the waste pickers in Jardim Gramacho, the world's largest open-air garbage dump situated on the outskirts of Rio de Janeiro. The film is being sponsored by Sociedade Ponto Verde (SPV) and will premiere at Cinema City Classic Alvalade in Lisbon, Cinema Zon Lusomundo Fórum Almada in Almada, and Cinema Zon Lusomundo Parque Nascente in Gondomar.

The documentary was shot between August 2007 and May 2009 and was nominated for an Oscar in 2010. It

followed the work of the award-winning photographer Vik Muniz in his latest project, which was to photograph the waste pickers at Jardim Gramacho. The men and women who work on the dump collect recyclable materials and as a result remove around 200 tonnes a day. Muniz manages to transform others' waste into art.

In this film, which was directed by Lucy Walker, João Jardim and Karen Harley, Muniz photographs a group of pickers to portray the work of these people who make a living from refuse. There are around 4,000 pickers making a living from recycling the waste that arrives at the Gramacho dump every day.

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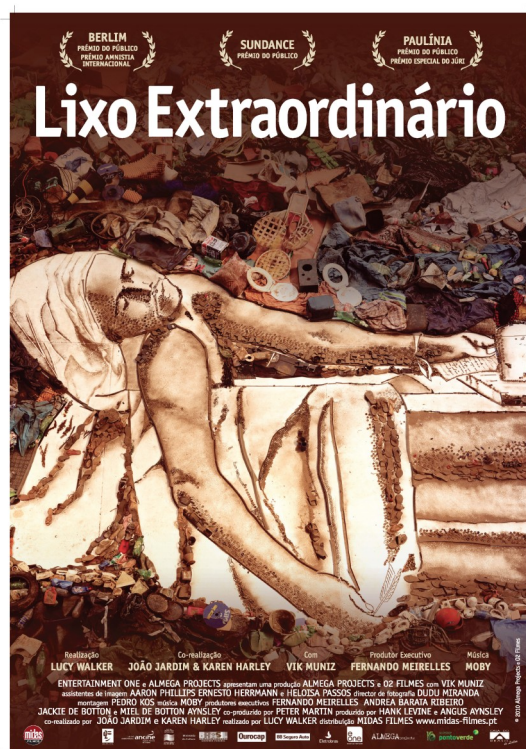


SPV, the company responsible for organising and managing the take-back and recovery of packaging waste in Portugal, is sponsoring this film through publicising it. A creative competition was organised on SPV's Facebook page (reciclar é dar e receber) with the chance of winning free tickets to the pre-screening of the documentary at Cinema City Classic Alvalade.

In 2010, Sociedade Ponto Verde signed a cooperation agreement with Rio de Janeiro State Secretariat which aimed at sharing experiences and information on the implementation of the concepts of extended producer responsibility in managing waste flows, especially packaging waste.

The waste problem is a nationwide concern in Brazil, and the State of Rio de Janeiro is a good example. The country is going through a period of change in this area thanks to the recent National Waste Law, which is still in the regulation phase.

In the next four years, Brazil wishes to eliminate all rubbish dumps and progressively implement selective collection.



SPV at the Zoo

Sociedade Ponto Verde helped the Lisbon zoo to commemorate World Environment Day and World Oceans Day between 5 and 8 June.

Environment week had the slogan “Green Days at the Zoo”, with SIC K the official partner in the celebrations. The event was a fun occasion for all involved with many activities for people to enjoy. SPV slot machines and environmental education sessions from the ERP and EPAL Water Museum encouraged visitors to learn and get involved with environmental and ecological causes.

Have fun learning is the zoo's motto and Sociedade Ponto Verde has stepped up to the plate. Visitors were able to play a slot machine consisting of three bins imitating recycling drop-off containers. Anyone dropping off empty water, milk, fruit juice or any other used packaging had the chance to win a prize.



Reciclar é Dar e Receber (Recycling is Giving and Taking) sets up study rooms

The aim of the new campaign by Sociedade Ponto Verde, in partnership with Entrajuda and SIC Esperança, is to increase the recycling of used glass packaging and to help prevent educational failure.

The project is made easy through a few simple steps; used glass packaging is separated and then placed in recycling drop off containers. For every tonne of glass sent for recycling in 2011, SPV will contribute one euro towards setting up study rooms or improving existing ones. Entrajuda and SIC Esperança will be responsible for using predefined criteria to choose and monitor private charities who could benefit from a study room. We received 272 applications within the time



limit and selected 55 that met all the criteria. They are now being visited and analysed personally by Entrajuda, SIC Esperança and Sociedade Ponto Verde.

The winning projects will be announced on 15th September 2011.



EKO-KOM news

EKO-KOM
AUTORIZOVANÁ OBALOVÁ SPOLEČNOST

Study confirms that recycling makes sense

The statement that RECYCLING MAKES SENSE was confirmed by the study "Assessment of the environmental impact of collection and recycling of packaging waste", which the authorized packaging company EKO-KOM, a.s. ordered from an independent consulting company.

The results of the study demonstrated the environmental benefits of the system of waste collection and recycling in many respects. Primarily, there were great savings in energy and a decrease in production of greenhouse gases, which affect global warming and are expressed as CO₂ equivalent.

In 2010, 603,144 tonnes of separated waste was recovered and recycled. A total of 23.3 mil. GJ of energy were saved thanks to the recycling of paper, plastic, glass, metal and beverage cartons; this energy, which did not need to be produced, represented more than 1% of the total consumption of primary energy sources in the Czech Republic! When this is recalculated to an average household, it corresponds to annual savings

corresponding to the energy consumed in 260 thousand households, which is about the number of households in an entire Region. In relation to the very topical subject of global warming, the EKO-KOM system contributed to reducing the emissions of the Czech Republic by 0.96 t of CO₂ equivalent, i.e. by not quite 1% of total greenhouse gas emissions in the Czech Republic! If we were to recalculate this saving to the production of greenhouse gases in the operation of automobiles, it would correspond to the amount produced by 10% of all automobiles in the Czech Republic in an entire year of operation.

The study of the environmental impact of waste separation and recycling was based on the assessment of the life cycle of waste based on the LCA (Life-Cycle Assessment) process. The LCA method has a fixed structure and is performed according to international standards of the 14040 series. LCA is a systematic process employed to assess the environmental impact of the individual

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kinds of waste (paper, plastic, glass, metal and beverage cartons) in all the phases of their life cycles from placing the waste in the container to its recycling and recovery, i.e. to replace primary raw materials.

The study was intended to demonstrate the environmental impacts connected with the system of waste collection and recycling using an objective, transparent and internationally recognized procedure, respecting the details of the relevant standards.

On the basis of the results of this study, it can be stated that the EKO-KOM system, providing for the collection and recovery



of packaging waste, in cooperation with the municipalities and companies managing waste, contributes substantially to the protection of the environment.



Der Grüne Punkt –

Duales System Deutschland GmbH

DSD news



Event for stakeholders in glass packaging

Glass is very important for the packaging industry because of its diverse qualities. In many branches, e.g. breweries, glass is an irreplaceable packaging material. In addition to the high quality, glass is also a very eco-friendly material because of its good recyclability.

However - to get top results from the recycling process, several requirements have to be met. The most important is that the glass is sorted very well by colours and material; contraries like lead glass and ceramics are pollutants that severely impact the quality of the secondary raw material. On this issue, the end-consumers have a major impact since they sort the glass at the bottle banks by colour in the first step. To achieve better results in sorting, the German glass association started a nationwide educational campaign for end-consumers. More information (in German only) please find at www.was-passt-ins-altglas.de.

The glass industry and the packaging designers play a big role in this issue. To set the stage for closing the loop through better recycling, we organised an event to inform customers of the glass industry. The target of this event was to sensitize and inform the customers on how packaging should be designed to make



them recycling friendly. Often small changes generate big effects. This is all the more important as glass packaging in Germany has been light-weighted significantly since the beginning of the packaging ordinance 20 years ago. Glass packaging is often so thin that minor inclusions and pollutants will cause easy breakage and thus lead to major product recalls.

After several presentations by the different stakeholders, we offered a very interesting practical part. First we visited a facility where glass is prepared for recycling. The glass is cleaned of pollutants and then crushed. Additionally, sorting mistakes caused by end consumers (e.g. green bottles in the white glass) will

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be corrected there. After this process the crushed and well sorted glass can be reused e.g. for the production of new bottles. To demonstrate this, we visited a glass factory.

At the end of the day, we received very good feedback from our customers, motivating us to plan further events like this.



Grüner Punkt to combat marine litter

First “Fishing for Litter” project in Germany / DSD analyzes marine waste at its own plastics recycling facility in Hörstel (North Rhine-Westphalia).

Der Grüne Punkt - Duales System Deutschland GmbH (DSD) is gearing up to combat waste in the sea. In the plastics recycling plant of DSD's subsidiary Systec Plastics GmbH in the North Rhine-Westphalian town of Hörstel, DSD's experts will, as part of the “Fishing for Litter” pilot project, be analyzing waste collected by fishermen so as to arrive at conclusions regarding its nature and composition. In a further step, the Green Dot (“Der Grüne Punkt”) will be researching whether it is possible to recycle the waste, or otherwise manage its compliant disposal.

“We shall be contributing our corporate expertise and our excellent network in the sector in order to combat this important problem”, explains Stefan Schreiter, DSD's CEO. “A good disposal infrastructure helps to restrict the discharge of waste from the land into the sea. The Green Dot and waste separation in Germany have achieved much in this regard. With our involvement in this project, we are aiming to help in further reducing the amount of waste in the North and Baltic Seas.”

In conjunction with DSD and regional partners, Germany's Nature and Biodiversity Conservation Union (NABU) has launched the country's first “Fishing for Litter” project. Fishermen are now helping to remove waste from the sea and

to arrange for its eco-friendly disposal back in harbor. The Baltic ports of Burgstaaken (Fehmarn) and Heiligenhafen are pilot regions for the Baltic. “We are delighted at this broad alliance against using the sea as a rubbish dump”, says NABU's President Olaf Tschimpke, “because it's only through joint initiatives by the politicians, the business community and conservationist organizations that we can prevent tens of thousands of marine creatures from being killed by our civilization's waste”.



Broad alliance against rubbish in the sea: the project partners involved in “Fishing for Litter” (Photo: NABU).



SEPARAR PARA RECICLAR

ECOEMBES news



New "Packaging Waste Prevention Catalogue"

This third publication -for licensed companies-, *"Catalogue of good practices for the prevention of packaging waste"*, includes the main trends of the sector and the progress made by Spanish companies towards minimising the impact of packaging on the environment. Through this new Catalogue, Ecoembes announces 58 new such examples implemented by licensed companies participating in Ecoembes Packaging Prevention Plans:

www.ecoembes.com/es/documentacion/Prevencion/Paginas/default.aspx

The main objective of this initiative is to continue promoting Eco-design in the development of packaged products.

Since Ecoembes launched the first Prevention Plan in 1999, licensed companies have implemented more

than 26,000 prevention measures to reduce the weight, volume and environmental impact of packaging. Some of these measures are graphically explained in the prevention web search engine:

www.ecoembes.com/es/envase/prevencion/buscador/Paginas/PrincipalBuscadordeEjemplos.aspx



Catálogo de buenas prácticas para la prevención de residuos de envases

Best Practices on packaging optimisation



On-line course in "Packaging and Environment" for specialists

Ecoembes, has launched its first online course on Packaging and Environment for professionals, in order to train specialists in their licensed companies.

This is a course for Ecoembes licensed companies, aimed at professionals involved in decision-making of the packaging design and the subsequent marketing, and who are interested in promoting issues such as sustainability and taking care of the environment in their projects.

Through online training, Ecoembes intended that students will enjoy a meeting point where they can share their experiences

and practice. The course began on 31st May and will have 45 hours spread over six weeks.

For more information, please visit:

<http://www.ecoembes.com/es/documentacion/aulaambiental/Paginas/inicio.aspx>



Curso on-line de
Envases y Medioambiente
para profesionales





Green Dot Cyprus

In 2010, Green Dot Cyprus celebrated one of its biggest achievements; the recycling of 41.500 tones of packaging. For the first time the System managed not only to achieve the 2010 packaging recycling targets but to exceed them. This achievement is of a great importance not only for the organization but for Cyprus in general, since the Country no longer occupies one of the lowest positions as far as the recycling rates in EU go. The system today represents over 830 companies that place packaging in the market and covers, with its program, 85% of the population as it cooperates with 22 municipalities and 30 communities. Of course, an achievement like this would not be possible without the cooperation and the help of the citizens, the producers, the competent authorities and the local authorities.



Environment and Recycling festival

Green Dot Cyprus also successfully completed the organization of its biggest event until now, the 1st Environment and Recycling Festival, which took place on 4th of June 2011 and had more than 4000 attendees during the day. The Festival was informative, educational and entertaining following the standards of equivalent Festivals organized abroad. Within the Festival grounds, there were kiosks from various organizations and companies. People were able to visit them and learn about issues, services and products related to the environment. There were also educational games offering children the opportunity to learn about recycling as well as various games and activities for children to have fun. The Festival ended with a live concert which lasted over 4 hours. As part of the

Festival, Green Dot Cyprus organized an award ceremony in order to honour individuals and Organizations that have helped, and continue to help Green Dot Cyprus in its effort to create a better future for the country.



Green Dot award ceremony

Green Dot Cyprus has recently released its new TV campaign aiming to encourage proper sorting of recyclable materials, using children as protagonists. This campaign falls under the general effort to raise awareness and persuade people not only to recycle but to recycle correctly by correct sorting. The campaign consists of a general advertisement and three others focusing on the three categories of recyclable materials that the Organization collects for recycling (PMD, paper and glass). This campaign aims to show how easy it is to sort the materials properly, demonstrating that even children can do it. It also emphasizes how important it is



TV campaign

(Continued from page 17)



for all of us to recycle today in order to create a better future for the generations to come.

Green Dot Cyprus aims that new recycling targets will be achieved and exceeded in the future, something that can only

happen with the support and cooperation of the people. Therefore, it aims to establish the Environment and Recycling Festival and the Environmental Awards as annual events, and through them promote recycling and increase sensitivity towards the environment.



ARA news



ARA's 2010 results show that packaging collection continues to thrive in Austria

- New record high in the amount collected and recovered
- 60,000 additional collection containers
- Uptrend in commodity markets
- Prices cut- again

Altstoff Recycling Austria AG set a new record last year, amassing 835,000 tonnes of packaging made from paper, glass, plastic, metal and wood. This is an increase by 1.3 % compared to 2009 (824,000 tonnes). The highest percentage increase was recorded for plastic packaging (+4.5 %); the amount of packaging made of paper (+0.6 %) and glass (+0.8 %) also grew, whereas a slight decline was recorded for packaging made of metal (-0.5 %).

Amount of household collection on the rise

At 504,000 tonnes, households contributed the most to this collection result (2009: 499,000 tonnes). This slight increase by just under 1 % shows that further improvement is still needed despite good collection results.

86 % of the waste recovered was recycled

Of the total amount of waste collected, 785,000 tonnes of packaging were recovered. The remaining material was composed of other types of waste and municipal solid waste. 86 % of the amount recovered (675,000 tonnes) was recycled, i.e. made into new packaging or into other products. Furthermore, 110,000 tonnes were used as substitute fuel.

Comprehensive country-wide collection system

One reason for the success of ARA's recycling solution is because of the highly developed collection infrastructure. In 2010, ARA again improved the collection network by raising the number of collection containers by around 60,000. The total number of ARA containers in Austria is now approximately 1.5 million; in addition, 1.4 million households are covered by the collection scheme for light-weight packaging (yellow bag scheme).

Climate protection and urban mining: Recycling saves valuable raw materials

"I am very pleased to report that Austrian households and businesses again helped us set a new collection record in 2010," says ARA CEO Christoph Scharff. "This means they protect the environment and contribute significantly to climate protection: packaging recycling saved more than 620,000 tonnes of CO₂ equivalents in 2010." According to Scharff, many people still do not realise that packaging waste has become an indispensable resource basis for Austrian businesses. "Our collection containers are a valuable source of raw materials, and 95 % of the waste collected is recovered domestically."

Higher revenues - lower tariffs

"Market prices for raw materials have recovered again after the slump observed in these markets in 2008 and 2009. This allowed us to lower our license tariffs,

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which benefits our customers,” says ARA CEO Werner Knausz.

In 2010, ARA’s revenues from license fees came to € 180.2 million (2009: € 161.2 million). This increase was above all due to a price hike in the second half of 2009, which was necessary to ensure that ARA would be able to provide its disposal and compliance service. Revenues were also boosted by the current economic recovery, with volumes rising e.g. in the food sector and the commercial sector.

“ARA is a non-profit enterprise serving the business community. As such, it is our stated goal to provide our services at the lowest sustainable price. We are proud to recall that the implementation of comprehensive cost-saving measures and the stabilisation of raw materials markets have allowed us to lower our tariffs twice since the beginning of 2011,” says Knausz. At present, the licensing cost for packaging is on average € 146 per tonne, which is around 13 % below the 2010 level.

Clear market leadership

ARA concluded some 850 contracts with new customers in 2010; the total number of customers came to 15,231 (73 % of these being domestic businesses). ARA has clearly become the market leader of packaging collection systems in Austria.

Outlook for 2011

ARA’s revenues from license fees are estimated to come to € 159 million in

2011. This marked decline from the 2010 figure is due to the considerable price reductions that became effective on 1 January and 1 July 2011.

This year, as planned, ARA will tender contracts for the collection and sorting of light-weight and metal packaging. In doing so, ARA is also fulfilling its commitment to the European Commission’s DG Competition to use competitive tendering for awarding contracts. The environmental aspects of waste logistics are especially important to ARA: The technical specifications of the collection fleet will play an increasing role in the assessment of bids. “We will award the contracts to companies that offer outstanding quality, reliability and efficiency,” says Knausz. “This will ensure that value added continues to be generated in Austria and that thousands of jobs are retained in the country. It also means we can provide our service at the lowest sustainable cost.”



Werner Knausz (ARA Executive Board) and Christoph Scharff (ARA CEO and President)

ARA lectures featuring Dieter Imboden

On 3 May 2011, the ARA Lectures continued with Swiss physicist Dieter Imboden, who serves as president of the National Research Council of the Swiss National Science Foundation, among other things. Imboden talked about intellectual capital and the role of universities. The current discussion on education shows that highly qualified staff is an asset in a competitive environment – knowledge is becoming an increasingly sought-after resource on a global scale.

Imboden voiced his conviction that we must invest in young people if we want to

sustain and build intellectual capital in our society. “I am not just talking about money – we need to offer attractive career prospects and provide a good research infrastructure.” He also emphasised that micro-management by politicians was not helpful. “The less they interfere, for instance by specifying research areas, the more productive a system of higher education can be.” His presentation was attended by an audience of approximately 130 people, including scientists, researchers, administrators, and business people as well as many students of the Vienna University of Technology.

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Christoph Scharff, spokesman of ARA's Management Board, remarked that knowledge was the resource of the future. "The success of a society depends on its knowledge and on the technological innovations it makes, including innovations in resource management and the collection and recovery of waste. This is why Professor Imboden's presentation is highly topical."

Dieter Imboden

Dieter Imboden is professor of environmental physics at the Swiss Federal Institute of Technology in Zurich. His research focuses on the study of physical processes in aquatic systems as well as energy and climate politics. Imboden was one of the co-founders of a new curriculum in environmental sciences at the Swiss Federal Institute of

Technology in Zurich. From 1998 to 1999, he was director of Novatlantis, an interdisciplinary project on sustainable development at the Swiss Institutes of Technology, where he initiated the pilot project "2000 Watt Society".

ARA Lectures

To date, seven ARA Lectures were delivered by renowned experts Hans Joachim Schellnhuber, Gregory Kiss, Bertrand Piccard, Clemens Sedmak, Robert F. Kennedy Jr., Michael Depledge, and Dieter Imboden. The ARA Lectures are a platform for sharing information and inspiration as well as networking with eminent international experts who give presentations on resource management and sustainable development. The ARA Lectures were launched by the Center for Sustainable Technology at the Vienna University of Technology and ARA AG. Please visit www.aralectures.at for more information.



Dieter Imboden talked about intellectual capital and the role of universities.



FOST PLUS news



New anti-litter campaign in Belgium

Fost Plus has launched a new anti-litter campaign together with the Flemish Region. The goal of this campaign is to have a positive and motivating influence on residents. The focus has been laid on convincing people that litter is not 'hip' and to thus encourage a change in behaviour.

Increased participation

One of the key elements of this new

approach is to encourage people to participate proactively in the campaign themselves. They are invited to make their own personalised posters and hang them in their windows. A specific application has been installed on the renewed website (www.indevuilbak.be) that makes it easy for residents as well as local authorities to participate proactively. There are also advertisements in magazines and newspapers, posters and

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adverts on buses and trams thanking residents for keeping their neighbourhood free of litter. In addition, special campaigns have been designed for car parking areas on motorways to raise awareness among drivers.

Continuous support for local authorities

Local authorities are being given significant support to encourage them to take action against litter. Fost Plus is providing them with cost-free materials such as gloves and fluorescent safety jackets, etc. in order to support their anti-litter campaigns. In addition to this concrete support material participants are also being given financial incentives to encourage them to carry out anti-litter campaigns that are about more than just implementing clean-up campaigns. A print-on-demand application on the website indevuilbak.be gives local authorities the

opportunity to create customised promotional material (posters, stickers etc.).

More info? Visit www.indevuilbak.be



Poster in situ: "Littering has become out of date. Thank you for keeping your neighbourhood clean."

21 and 22 November 2011: two seminars on prevention

The European week for waste reduction will take place at the end of November of this year. On this occasion, two seminars will be held in Brussels.

Prevention and packaging

On the 21st of November, Fost Plus will organize a seminar on prevention and packaging in Belgium. The following topics will be presented:

- Results of the Fost Plus survey about the perception of excessive packaging
- Explanation of the life cycle approach, applied to packaging
- Initiatives realized by Fost Plus
- Testimonies of good practices by various companies

- An overview of initiatives proposed by other PRO EUROPE organizations.

Economic instruments

On the 22nd of November, a European seminar on economic instruments that are likely to contribute to waste prevention will take place. This seminar is organized by Brussels Environment and the Association of Cities and Regions for recycling (ACR+), with the support of Fost Plus. Among the speakers, representatives of European and Belgian politicians, as well as PRO EUROPE.

The complete agenda will be soon available on our website www.fostplus.be.

A distinguished guest for the Fost Plus Academic Symposium

On 16 May of this year, Fost Plus organised its traditional annual Academic Symposium. It was an opportunity to draw up the balance of the previous year and highlight the salient facts relating to packaging. All of the stakeholders were represented (member enterprises, public authorities, waste management operators, representatives from the political and academic worlds and NGO's) - 300 people in total. The special guest, this year, was

Jos Delbeke, Director General for Climate Action at the European Commission, who delivered a passionate plea to the high-level gathering to remind participants of the crucial importance of the challenges Europe will be facing in the coming years in order to combat climate change.

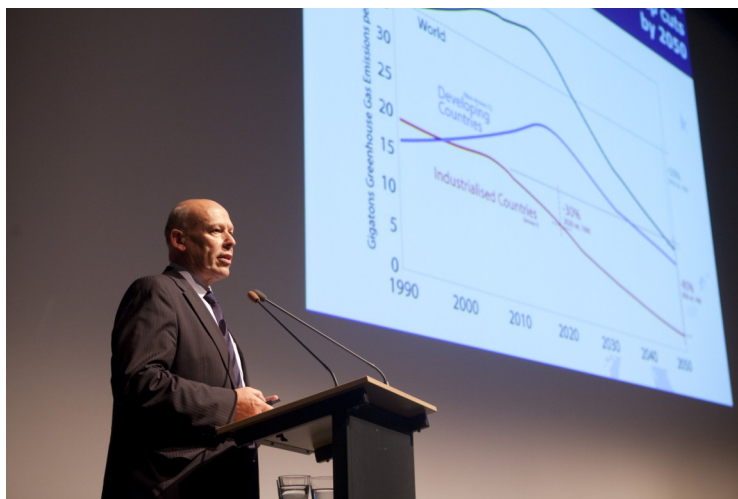
Waste management will play an important role in helping to achieve the ambitious targets to reduce CO₂ emissions by 20% by 2020. Sustainable waste management,

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based on prohibiting the use of landfills and promoting the maximum recovery of materials (via recycling in particular) and energy, will be able to contribute up to 20% of the efforts required to achieve this target. In this regard, Mr Delbeke congratulated Fost Plus on its results achieved in 2010, i.e. 690,000 tonnes of recycled materials, which is the

equivalent of a recycling rate of 91.5%. These excellent results have made it possible to avoid the emission of 860,000 tonnes of CO₂, mainly due to reduced pressure at a raw materials level, extractive activities and generally less energy-intensive production processes when secondary raw materials are used. This quantity of 860,000 tonnes is equivalent to driving around the world 180,000 times in a car.



Mr Jos Delbeke

In the future, Fost Plus does not intend to stop there and will continue to work on the 'quality' aspect of its activities so as to optimise its ROE (Return On Environment) and encourage its member enterprises to make their packaging 'sustainable'. It also intends to extend sorting habits outside the home by developing initiatives aimed at specific target groups (schools, youth movements, festivals, enterprises, sports clubs, etc.).

VALORLUX

VALORLUX news



VALORLUX on Tour: learning how to sort by playing

VALORLUX launched in May 2011 its communication campaign "Together en route for a sustainable world". Its aim is to motivate citizens to sort and to make consumers aware of the importance of sorting and recycling of packaging waste. This campaign is based on a simple, educational, didactic and informative concept: a mobile stand with the slogan

"Valorlux On Tour" will travel all around Luxembourg to go and meet the public in different places such as supermarkets, markets, schools and other events.

The concept, a form of basketball game based on issues relating to recycling will allow the public to learn, have fun and win a prize. Children will try to throw packaging into the corresponding bin.



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Furthermore, everybody will have the possibility to ask anything about sorting and recycling of packaging waste.

The game is also available online under the name "Score points for the environment". The participants are invited to answer questions about selective sorting of household waste on www.valorlux.lu.

Moreover, as part of this general public oriented campaign, two public buses have been customized for VALORLUX as VALORLUX on Tour buses and will travel around Luxembourg for six months.

The campaign and the mobile stand was presented at the spring fair in Luxembourg

from 14th to 22nd May 2011 to the Grand Duke and the Grand Duchess of Luxembourg and as well as 4300 visitors.

The grand-ducal couple encouraged and congratulated VALORLUX for this initiative in favour of sustainable development.



Results 2010

VALORLUX reached, on behalf of its members, the rates of recycling and recovery imposed by Luxembourg laws to those responsible for packaging. More

than 75% of household packaging waste put on the Luxembourg market by 1092 members of VALORLUX, have been recycled.

Packaging material	Put on the market (tons)	Recycling/recovery (tons)	Rate realized by VALORLUX (%)	Legal minimum rates (%)
Glass	24,715	20,956	84.79	60
Paper/cardboard	17,173	14,508	84.48	60
Plastic	9,846	4,326	43.94	22.5
Metal	4,145	3,238	78.12	50
Wood	769	695	90.38	15
Beverage carton	992	969	97.68	---
Others	1,852	0	---	---
Sorting residues recovered	---	669	---	---
Total put on the market	59,492	---	---	---
Total recycled	---	44,692	75.12	60
Total recovered	---	45,361	76.25	65



Sekopak news



Sekopak successful in year one for system establishment in Serbia

"After the first year of implementation of the legislative framework on packaging and packaging waste in Serbia, we may

finally announce a successful year for Sekopak, as the first and largest Operator in the System for Packaging Waste

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Management”, stated Rebeka Bozovic, company Communications Director at the “Green Serbia” conference held on April 7th in Belgrade’s Hyatt Regency Hotel.

“According to the National strategy on waste management for the Republic of Serbia and other informal resources, in Serbia there are up to half a million tons of packaging waste produced every year. As GDP grows in Serbia, so this waste increases. More than 200 producers transferred their obligation to be compliant with the law on Sekopak as they jointly generate around 170.000 tons of packaging waste. This means Sekopak alone covered between 35-40% of the market. In the name of its clients, Sekopak collected and sent to the recycling process 9020 tons of all kinds of packaging waste, thus achieving the 5% recovery national target. We are especially proud of the fact that 98% of collected waste was recycled within domestic recycling capacities, while only a small amount found its way to recyclers abroad“, said Bozovic.

She further added that following the expiration of the reporting deadline on target achievements for the industry, the most important task for state services is to track down free-riding companies and

to enforce all legally applicable means to make them join the system.

“Without strong intent from the state to apply the control mechanisms it possess, unwanted scenarios will take place; for example, responsible and paying companies could be punished instead”, claims Bozovic and explained: “Sekopak used the financial means from the clients to organize support for primary selection, baling and transport to the recyclers with help from 23 partners which included the communal waste companies of Kragujevac, Novi Sad, Cacak, Gornji Milanovac, Leskovac and Jagodina to mention a few. In these towns through the existing systems and system of Sekobag and Secontainers, over 9.000 tons of material was sorted out. “What was achieved in this respect by free-riding companies?”, she asked.

Bozovic added Sekopak’s mission lies in establishing the sustainable system for all packaging waste through upgrading communal waste management and other capacities at the lowest sustainable cost for its clients.

The deadline for implementation of the law expired in March 2011, while obligations arising from the national targets are in effect since January 1st 2011 and boast higher values for years to come.

Sekopak participates in the “Let’s clean Serbia” campaign— Volunteers from Serbia cleaned the Sava river banks

Belgrade, June - Sekopak, first national Operator for responsible management of packaging waste in Serbia, participated in “Let us clean Serbia” an activity engaging 52 volunteers from several towns across

Serbia through the cleaning of the Sava riverbank between Belgrade’s main bridges.

Volunteers from the towns of Kragujevac, Vranje, Cacak, Leskovac and Belgrade



Sekopak volunteers in the „Let’s clean Serbia” campaign

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(collecting partners of Sekopak) together with the Sekopak team and other activists, were picking up and sorting packaging waste from the general waste accumulated over many years. Collected packaging waste was then disposed into Belgrade City communal waste company recycling yard for further sorting and recycling.

Sekopak volunteers were previously trained for sorting and door-to-door campaigns in primary selection in towns in which Sekopak jointly works with local authorities on system implementation. Using their acquired skills, they managed to sort out 55 kg of PET packaging, 14 kg of glass, 22 kg of plastic foils, 26 kg of cardboard and 3 kg of aluminium cans.

Sekopak also donated 3.000 bottles of water and juice to all campaign volunteers on the riverbank serving as

refreshments on a day which was surprisingly hot.

The campaign "Let's clean Serbia" is being organized for the third year in a row by the Serbian Ministry of Environment, Mining and Spatial Planning in cooperation with local municipalities, private companies and citizens. This year's official numbers showed that 289.534 volunteers participated in cleaning 5.311 locations throughout Serbia and collected around 150.000m³ of waste, while many more activists motivated by the general campaign cleaned their own yards and vicinities. The main promoter of the campaign is Serbian tennis player and world number 2, Novak Djokovic.

More information at: www.sekopak.com
Facebook page: www.facebook.com/pages/Sekopak/102003184953?sk=wall



ERO news



Restex group offers recycling solutions for mixed plastic packaging

According to an amendment in the Estonian Packaging Act, at least 45% of the total plastic packaging put into the market has to be recycled. High recycling targets have forced the Estonian Recovery Organization (ERO) to find a recycling capacity for this waste stream. Although each year more and more people sort their packaging waste (currently more than 53% of the population) the purity of the plastic packaging waste stream has not increased. Only incineration of this waste has been used as working solution until now.

Today, an alternative to incineration is offered in Estonia. Recycling solutions for mixed plastic packaging waste has been offered by Restex Group (PLASTREX). The Company employs sophisticated technology to process different plastic waste types and produce products from them such as garden furniture, pallets, etc. Due to the implementation of these new technological solutions, ERO is capable of increasing plastic packaging waste collection and recycling from households. "It is a serious step towards



development of local recycling capabilities. It helps us better achieve high recycling targets and reduces final handling costs for producers" said ERO GM Siret Kivilo.

PLASTREX is an innovative material, produced from mixed household plastic waste.

Plastrex profiles can be sawn, milled and screwed together like wood. PLASTREX does not rot or absorb moisture and is easy to clean. The density of PLASTREX is ca 0.7t per m³ and it is absolutely free of toxic substances. PLASTREX is used for

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garden furniture, fencing, terrace constructions, flower and compost boxes, garbage sheds, pallets, sandboxes, horse stables, in farming, etc.

More information www.plastrex.eu.



REPAK news



New Minister announces a review of Producer Responsibility Initiatives including increases in the landfill levy

The new Irish Minister for the Environment has made an announcement around waste policy and of its intention to review all current Producer Responsibility Schemes, with a particular focus on Packaging. The current PRI's operational in Ireland include packaging, waste electrical and electronic equipment (WEEE), end of life vehicles (ELVs) and batteries. The terms of reference of this review have yet to be agreed and the timescale has of yet not been set.

In addition the Minister for the Environment Phil Hogan has announced that the landfill levy in Ireland will rise from €30 per tonne to €50 per tonne from 1 September 2011, €65 per tonne from July 2012 and €75 per tonne from July 2013. He stated "by announcing these rates today, I am providing the waste sector with the certainty that it needs to prepare for the changes that these increases will bring."

Also mentioned in the ministers statement was a Regulatory Impact Assessment on changing the structure of the household waste collection market. Currently in Ireland there is open competition for household waste between municipalities and private contractors, with private contractors controlling 60% of household waste collection. The Program for government is seeking to give control back to the local municipalities.

Consultation on Possible Packaging Tax/Levy commenced

The Irish government has started a consultation process with industry, stakeholders and the public on the

operation of a possible packaging Tax/Levy. The new Minister for the Environment Phil Hogan has commented stating that no decision has been made on the matter, but the Department for the Environment would 'examine options' regarding the introduction of a packaging tax, as part of its waste reduction strategy going forward.

The first stage of this consultation will be to obtain the overall view of the stakeholders on the broad subject of a packaging tax. Once these views have been analysed the Department may consider a further consultation on a number of defined packaging levy options.

The main issues which it is intended to examine in this consultation are as follows:

- The overall views of stakeholders on a packaging levy.
- How a packaging levy might be operated;
- International experiences of similar levies; and
- How a possible packaging levy might be structured in order to contribute to a reduction in packaging waste.

Comments specifically addressing these topics are been sought by 5pm Friday 5th August 2011.

Repak have separately commenced engaging with its members and stakeholders on the proposed packaging tax levy, which poses a potential serious threat to Repak and the current success of packaging recovery and recycling in Ireland. This proposal comes from the

(Continued from page 26)

Governments desire to broaden the tax base and close the Government funding deficit through additional tax raising measures. Repak is urging that this packaging tax consultation should not be

held in isolation but as part of the overall review of producer responsibility initiatives in particular packaging as previously mentioned.



Green Dot Norway news



New climate calculator takes the pulse on Norwegian recycling

Web-based greenhouse calculator is a good tool to show that recycling gives environmental benefit and reduces emissions of greenhouse gases.

Green Dot Norway will shortly release a new tool on their website. The tool will make it easier for Norwegian municipalities to promote that recycling of packaging is environmental friendly. The climate calculator will provide solid evidence that when the public puts effort into the sorting of packaging, it is of great value to reducing the environmental burden, measured in CO₂ equivalents.

Encourages more responsibility

"Collection of household packaging will always be a daunting task" said, leader of the project, Lars Brede Johansen in Green Dot Norway. - In Norway, it is the municipalities who own the household waste and the used packaging is collected through them. Our close cooperation with the municipal waste companies is essential for a high return ratio. We therefore hope that the tool is useful in stating the case for more recycling and cleaner fractions, towards motivating residents and local politicians to take responsibility for packaging and to highlight the overall benefits of sorting materials.

The calculator is a tool that provides useful information to the primary target group which is composed of: all local and inter-municipal waste companies, technical support services, other municipal employees, local politicians and the general public. In the calculator, made in collaboration

with research facilities at the Norwegian University of Science; Misa (Environmental Systems Analysis) are shown the usefulness of climate material compared with the energy consumption by calculating the sorted quantities and the source emission reduction of greenhouse gases. The calculator can also reveal further reduced climate impact when the return rate is increased, for instance what happens if we're able to increase the sorting rate by 10%? All the user needs to do is to select a municipality or inter-municipal company, select the desired packaging to be calculated (or the sum of all packagings). The calculations which appear are based on:

- Materials companies reporting to the Norwegian Environmental authorities (KLIF) for 2010
- Municipal reports of sorted quantities to Green Dot Norway
- Inhabitants in each municipality (Statistical Bureau for Norway)
- Life cycle analysis for the various materials.

Comparison and adaptation of a life cycle analysis is done by the consultant company Mepex.

Green Dot Norway have great expectations for the calculator hoping that it will be a valuable tool in explaining the environmental gains of recycling.



The North American corner



Driving continuous improvement in packaging recycling schemes in Canada

While the provincial producer responsibility schemes for packaging and printed paper in Canada do not, at the moment, have control over the recycling system design and its operation, they use their financial leverage to promote systemic improvements to the overall system and to reward local authorities that operate more efficiently.

For example, in Ontario (Canada's largest province), 10 to 20 percent of the funds provided by Stewardship Ontario (the industry producer responsibility scheme for packaging and printed paper) are not distributed to local government as an operating subsidy but instead are invested in initiatives designed to improve program efficiency over the long term. Overseen by a joint Board of Stewardship Ontario and local government representatives, the Continuous Improvement Fund (CIF), makes investments that promote best practices such as regional cooperation and sharing of infrastructure and automation. For example, the Fund was used to persuade a mid-sized municipality (pop. 350,000), which had a need for a new and expanded material recovery facility, to construct a high-capacity facility that could serve much of the regional area, reducing processing costs per tonne and avoiding costly new small-scale facilities serving smaller communities in the area. Project ideas may be submitted to the CIF by local authorities or developed

proactively by Stewardship Ontario, local authorities and CIF staff. Projects are evaluated based on a rigorous set of criteria that assess financial return on investment, system efficiency and recycling rate improvements. Generally 50 percent of project costs are funded (to ensure that the host municipality shares some of the risk), and municipalities are encouraged to find other funding partners to offset project costs.

For 2011, the CIF budget is \$9 million CAD (or 10 percent of industry levies). The funding priorities for this year include supporting municipalities to collect and recycle more non-bottle rigid plastic packaging; continue to support the development of larger, regional materials recovery facility and improving the efficiencies of existing facilities, fostering innovation to reduce greenhouse gas emissions and improve fuel economy on collection vehicles; and encouraging the use of technology such as radio frequency identification and route management software to reduce collection costs.

Other elements of the Stewardship Ontario program plan include making investments in market development such as non-bottle rigid and film plastics and paying municipalities according to the effectiveness and efficiency of their programs and implementing best practices.

Recent producer responsibility developments in Canada

British Colombia

In May 2011, the province of British Colombia (Canada's third largest in population) amended its framework Recycling Regulation to add a new product category for Packaging and Printed Paper, effectively triggering the requirement for producers to develop a stewardship plan within 18 months (November 2012) and to launch a recycling program for these materials within 36 months (May 2014).

The framework Recycling Regulation requires all product stewardship plans to achieve (or be capable of achieving) a 75 percent recovery rate within a reasonable time. As with other obligated waste streams in B.C., producers may transfer their individual producer responsibilities and liabilities to a third party stewardship agency. Under the regulation, the provincial deposit-refund system for soft drinks is maintained. Unlike the existing comprehensive packaging and printed

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paper stewardship programs in place in Ontario and Manitoba and until recently in Quebec (see the description of the new regulation in Quebec, below), the B.C. approach requires industry to take full financial responsibility for recycling packaging and printed paper in British Columbia. While the regulation does not clearly define the responsibility for design and operation, it is anticipated that with full responsibility industry will have greater control over design and operation.

Quebec

The province of Quebec has had a shared responsibility model since 2004, where half of the total net system cost is funded by producers and the other half, funded

by the local authorities. After a full year of debate in parliament, the regulation governing this funding arrangement has been amended to gradually transfer the financial responsibility for the packaging and printed paper recycling system to producers by 2013. Under the new arrangement, industry will be responsible for the net cost to collect, transport, sort and process used packaging and printed materials (no compensation will be provided for promotion and education activities or for the provision of collection bins). In addition, funding to local governments will be subject to an “efficiency and effectiveness factor” intended to reward financially best performers and penalize poor performers with respect to recycling rates and costs.

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