Implementation of producer responsibility schemes for packaging waste in the EU

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A good example for a successful legislation?
Packaging – The Pioneer

Nowadays Only One Part of Comprehensive Framework

- WEEE directive => EPR
- Batteries directive => EPR
- ELV directive (vehicles) => EPR (individual)
- Tires => EPR (often)
- Pharmaceuticals => EPR (often)
Targets of the PPWD

• To **avoid or reduce the impact** of packaging waste on the environment
• To **harmonize** national regulations regarding packaging & packaging waste management in the EU-countries
• To guarantee the **functioning of the internal market**
### European Packaging Directive 94/62/EG

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>Deadline for all</strong></td>
<td>to 30.06.2001</td>
<td>to 31.12.2008</td>
</tr>
<tr>
<td>for P, GR, IRE</td>
<td>to 30.06.2005</td>
<td>to 31.12.2011</td>
</tr>
<tr>
<td><strong>Recovery</strong></td>
<td>Min.: 50 %</td>
<td>Min.: 60 %</td>
</tr>
<tr>
<td></td>
<td>Max.: 65 %</td>
<td>Max.: -</td>
</tr>
<tr>
<td><strong>Recycling</strong></td>
<td>Min.: 25 %</td>
<td>Min.: 55 %</td>
</tr>
<tr>
<td></td>
<td>Max.: 45 %</td>
<td>Max.: 80 %</td>
</tr>
<tr>
<td><strong>Recycling specific Materials</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glass</td>
<td>Min.: 15 %</td>
<td>Min.: 60 %</td>
</tr>
<tr>
<td>Paper</td>
<td>Min.: 15 %</td>
<td>Min.: 60 %</td>
</tr>
<tr>
<td>Metal</td>
<td>Min.: 15 %</td>
<td>Min.: 50 %</td>
</tr>
<tr>
<td>Plastic</td>
<td>Min.: 15 %</td>
<td>Min.: 22.5 %</td>
</tr>
<tr>
<td>Wood</td>
<td>Min.: -</td>
<td>Min.: 15 %</td>
</tr>
</tbody>
</table>
Country Performance: Overall Recycling Quotas in 2008 (%)
GDP versus packaging consumption in Austria, Germany, Spain and Belgium

**AUSTRIA**

Global trends for GDP and packaging put on the market

*Source: PRO EUROPE*
Prevention and Design for recycling

Ireland: REPAK: Prevention

Belgium: Fost Plus: Pack4recycling

It is possible to test the recyclability of all packaging on

www.pack4recycling.be

An initiative demanded by our members
Environmental benefits of Packaging Directive

- greenhouse gas savings (around 25M tonnes of CO₂ equivalent)
- resource savings (~10M tonnes of oil equivalent)
- reduced particulates emissions, decreased acidification, less traffic noise, odours, visual disturbance
Implementation of the Packaging Directive

27 EU countries + 2 EEA + 2 Accession + other countries

1 country without any compliance scheme => Taxes Denmark

1 country with tax and compliance scheme
The Netherlands

Tax versus EPR
Ukraine ??

Fund versus EPR
Croatia ???

EPR, but close to market
UK (PRN System)

27 with Producer Responsibility
Austria, Belgium, France, Spain, Germany, Ireland, Luxembourg, Portugal, Sweden, Greece, Latvia, Lithuania, Poland, Czech Republic, Slovak Republic, Hungary, Slovenia, Cyprus, Malta, Estonia, Romania, Bulgaria, Turkey, Norway, Finland, Italy, Serbia

1 country with Fund Scheme run by industry
Iceland
Producer responsibility – several ways of implementation

- „Dual model“ (e.g. Austria, Germany)
  Full responsibility for industry for collection, sorting and recycling; separate collection system besides collection of local authorities, limited influence from local authorities

- „Shared model“ (e.g. France, Spain, Czech Republic)
  Shared responsibility between industry and local authorities, common agreements on the way of collection necessary

- Tradable Credits Model (UK, Poland)
  No link between industry and collection at local level
PRO EUROPE membership 2011
What does a PRO EUROPE member organisation stand for?

- Founded and run by or on behalf of fillers, packaging producers, importers and retailers
- Independent from government and waste management companies
- Financing of selective collection, sorting, recovery and recycling of packaging waste by industry
- Communicating to consumers to create new behaviors mostly by using the Green Dot
- Internalisation of external costs
- Implementation of Producer Responsibility
The Belgian Approach

Producers

Local authorities

Recyclers

Waste management companies
The Belgian Approach: collection of three packaging waste streams
The Belgian Approach

Producers

Fostplus

Local authorities

Recyclers

Waste management companies
The Belgian Approach

Evolution of the average price of materials between 2008 and 2010

![Graph showing the evolution of average material prices between 2008 and 2011. The graph displays a sharp drop in prices in 2009, followed by a steady increase until 2011.](image-url)
The Belgian Approach

Producers

Fostplus

Local authorities

Recyclers

Waste management companies
Cost drivers of the different schemes I

- Existence of a collection system for residual waste in which the separate collection system could be integrated?
- Scope of activities to fulfil the recycling quotas (household up to all packaging)
- Share of responsibility and costs (recycling costs up to total costs)
- Recycling quotas (22.5% minimum quota of the Directive up to 60% for plastics)
- Collected materials (valuable materials or all kind of packaging)
Cost drivers of the different schemes II

- Collection system (bring system up to kerbside collection)
- Time of implementation (1 year up to 10 years)
- Population density
- Need to cover all households (even the most far away village in the mountains?)
- Possible ways of recovery (energy recovery available?)
- Number of free-riders
- Labour costs
Key lessons learned

- All stakeholders should agree on a common solution
- Legislation has to be realistic, feasible, flexible
  - to allow adaptation of the system to local circumstances
  - to take into account the whole waste management system
- Focus legislation on goals and objectives and ensure a level playing field
  - Not on details of how to operate programs
- Every stakeholder has to play their role
Every stakeholder has to play its role

- Government has to set standards and to monitor the implementation; fight against free riders and against fraud.
- Governments also have to implement green procurement rules to increase the demand of products with recycled content.
- Obliged industry (fillers and retailers) has to involve fully itself and has to be pro-active; only paying the fee is not enough.
- Producer Responsibility Organisations have to constantly look for optimisation potentials and give incentives for new ideas and innovation throughout the whole packaging chain.
Every stakeholder has to play its role

- Local authorities have to accept the help of industry experts in designing their waste management system
- Waste management companies and recyclers have to implement state of the art and have to look to optimise and modernise their business
- All stakeholders have to motivate the inhabitants to correctly sort their used packaging and to raise their awareness how to protect the environment (by buying the right size of a product to avoid product loss, using reusable bags, sorting all used packaging, ...)

Packaging Recovery Organisation Europe
Key success factors

1. Sound collection scheme
2. progressively and uniformly implemented
3. monitored with appropriate quality management systems
4. promoted with effective communication campaigns
Un an de recyclage = 800 millions de m² de nouveaux textiles. Merci à tous.

Le tri c’est bien, la prévention c’est mieux.
Climate change and CO2 rank high in the list of environmental concerns ...

“What do you feel are the three most important problems?”

<table>
<thead>
<tr>
<th>Environmental Issue</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Global warming (greenhouse effect)</td>
<td>43%</td>
</tr>
<tr>
<td>Air pollution</td>
<td>39%</td>
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<tr>
<td>CO₂ emissions</td>
<td>31%</td>
</tr>
<tr>
<td>Pollution and disappearance of natural areas</td>
<td>25%</td>
</tr>
<tr>
<td>Climate change</td>
<td>24%</td>
</tr>
<tr>
<td>Illicit discharges and litter</td>
<td>23%</td>
</tr>
<tr>
<td>Hole in the ozone layer</td>
<td>23%</td>
</tr>
<tr>
<td>Quantity of waste</td>
<td>21%</td>
</tr>
</tbody>
</table>
... but waste sorting remains the most important effort consumers make

“What do you think are the three aspects which have the most impact on improving the environment?”

- Sorting waste: 56% (2009), 47% (2004)
- Using the car less often for short journeys: 40% (2009), 16% (2004)
- More economical electricity and heating consumption: 23% (2009), 4% (2004)
How can we help?

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