



PRO EUROPE Quarterly Newsletter

October 2012

Editorial

Dear readers,

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

In this edition, you will find an overview of some recent EU policy developments of relevance to PRO EUROPE's priorities, this time including, inter alia, the Commission's study on Waste Management Performance of EU Member States. The newsletter also gives you a glimpse of recent PRO EUROPE activities and members' news.

As part of the work that we carry out on waste prevention, we were happy to launch a new website dedicated specifically to this topic in the summer. You can read more about this initiative on page two.

The PRO EUROPE members' section provides information about inspiring initiatives and developments at national level.

I hope that you will find the content of interest!

Kind regards,

Joachim Quoden
Managing Director
PRO EUROPE



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Welcome to visit our websites!

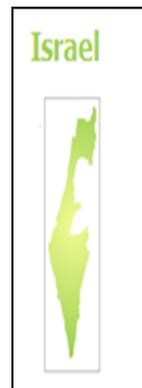
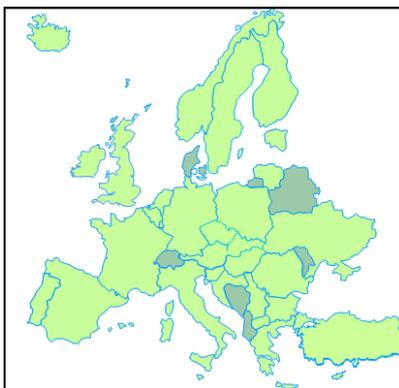


www.pro-e.org



www.proeurope4prevention.org

PRO EUROPE Members

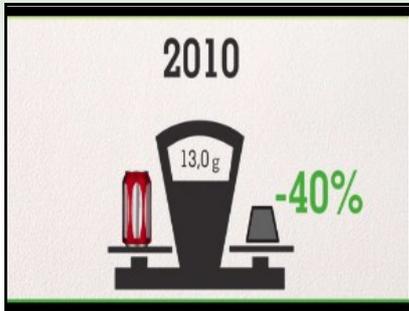


PRO EUROPE



IN FOCUS

PRO EUROPE Launches New Website on Waste Prevention



One of the illustrations on the new PRO EUROPE website.

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

The website, www.proeurope4prevention.org, will serve as a platform gathering a wide range of waste prevention initiatives that PRO EUROPE members have proposed to their

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

Waste prevention is on the top of the EU's waste management hierarchy and

PRO EUROPE hopes that the website will help create awareness about the importance of taking actions that contribute to this.

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

PRO EUROPE at the ISWA Conference on Solid Waste

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

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

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

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





EU POLICY DEVELOPMENTS

Commission Study on Waste Management Performance of EU Member States

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

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

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

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

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

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

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

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

Commission Green Paper on Plastic Waste in the Pipeline

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

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

On the topic of marine litter, three studies contracted by the Commission under a framework programme entitled ‘Plastic Recycling Cycle and Marine Environmental Impact’ are also ongoing, and expected

for publication early next year.

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

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



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

End of Waste Criteria for Glass Agreed

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

publication is expected by the end of the year.

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

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

Biodegradable waste with a view to deliver reports to the Commission in the coming weeks.

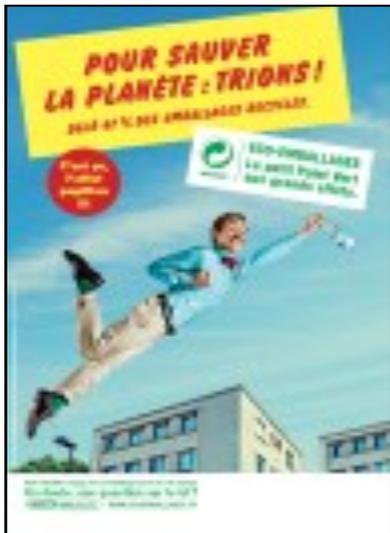
The preliminary studies for Aggregates and Waste Derived Fuels, carried out by external consultants, were finalised this summer. After the JRC has analyzed these, the Commission will decide whether work will continue to develop end of waste criteria or not.

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



PRO EUROPE MEMBERS' NEWS

New Awareness Campaign for Waste Sorting



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

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

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

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

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





Recycling Messages on Packaging

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

inform people about the importance of recycling.

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

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



Repak Ireland Continues Social Media Promotion

Repak is driving their social media week on week having had a presence on both Twitter and Facebook for over two years now.

The [Repak Recyclemore](#) Facebook page was created in July 2010 and they have since then grown the followers on their page to over 9,072. They pride in ensuring the content that is

posted on the page is current and up to date so that it will engage consumers, hold their attention and encourage them to follow Repak’s packaging recycling messages as well as their other environmental threads and posts.

Repak recently ran a competition in June driving Recyclemore App which is available on both the [iTunes](#)

and [Google play](#) and which has almost 10,000 downloads. Repak’s Recyclemore app helps the Irish community to find their nearest recycling centre or bottle bank. During this competition their total impressions were 7,142,243, with their net social reach coming to a total of 1,305,110.





Ecoembes Joins “Foro Sostenible”

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

In order to accomplish these objectives, an online communication campaign named ‘Consume con cabeza’ has been launched and it will operate until next year. It consists of a website where each company shares tips for recycling, re-using products, producing less garbage and saving materials and money. In addition, consumers can contribute by sharing their own saving or recycling tips and win several prizes.

This platform, created by Entorno- BCSD Foundation, has two goals: First of all, to promote healthier and more sustainable lifestyles among the consumers and secondly, to create a common place for innovation where the companies which are members can share their know-how in recycling, health and sustainability issues with society.



Reciclar é Dar e Receber Campaign Wins Awards

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

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

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

In 2012, SPV, Entrajuda and SIC Esperança are together again, with the help of consumer behaviour, equipping or improving 25 new study rooms by recycling used glass packaging. As in 2012, SPV will donate one euro for every tonne of glass sent for recycling to set up these spaces for the children of disadvantaged families.





Decade of Packaging Waste in Slovenia with Slopak

It has been already a decade since the beginning of Slopak. More than 1 million tons of waste packaging has been licensed through Slopak's system and more than 700.000 tons were treated. Throughout the years, the company expanded its activities. Slopak supports its clients with waste management for

waste tyres, electrical waste and electronic equipment, phytopharmaceutical waste, medical waste and batteries. This means, the clients can get complete waste management at one place. Entering the second decade is crucial for Slopak on several levels. From 2011, a new general manager, Matej Stražiščar, was nominated.

The company went through quite a turbulent year because of the system's shortage but finally managed to be supportive towards the system with good data and also experiences from other countries, shared through PRO EUROPE. Finally, they entered summer with a renewed logo, slogan, design and brochure.



The Slopak Team



The Slopak Brochure



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

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

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

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

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

Fredericia was officially inaugurated.

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

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

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



Green Tour

This year, Rekopol Recovery Organization S.A. was a partner of "Lato z Radiem" -

the largest and one of the most recognizable tours in Poland. During the summer they have been to 20 cities across the country and aired on Polskie Radio Program I. During open-air concerts, they conducted an educational campaign, promoting selective waste collection.

For all the participants of these events Rekopol created an outdoor educational and informational booth promoting selective waste collection systems and recycling. Eco-themed crosswords and puzzles for children were set up, and adults could demonstrate

their knowledge in various competitions.

Additionally, in several cities our actions were supported by partners with whom they conducted recycling collection. The money obtained from the sale of recyclable materials collected in one of the cities was donated to charity.

Rekopol is pleased to be able to promote the segregation of waste live on the radio, and during a nation-wide tour which was attended by approximately 500 000 people.





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

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

Fost Plus chose the uniform headline ‘We sort waste here too, just like at home.’

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

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

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



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



THE NORTH AMERICAN CORNER



Debate Over the Effective Approach to EPR Continues in the US

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

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

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

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

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

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

