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## PRO EUROPE 33 Members



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## Editorial

Dear readers,

First and foremost I am delighted to present you with this first edition of PRO EUROPE Newsletter! Wishing to keep in close contact with all of you, and forced to recognise that this is virtually impossible on an individual basis, we have decided to equip ourselves with a new communication channel, that we hope will enable us to keep ourselves informed of each other's activities, initiatives and news on a regular basis.

To do so, I would like to invite you to consider this newsletter as yours and to take the opportunity to share great stories from your respective organisations, markets, countries etc... with us all. I would also like to invite you to give us direct feedback on what you think this newsletter should feature or simply to react to what you read. The newsletter will be distributed quarterly, with our next edition due in March 2010.

As many of you already know, PRO EUROPE (Packaging Recovery Organisation Europe) was founded in 1995 as the umbrella organisation for the packaging and packaging waste recovery schemes. PRO EUROPE acts as the authoritative voice and common policy platform for its members, representing the interests of all packaging recovery and recycling organisations.

PRO EUROPE's mission is to help national recovery organisations offer the best possible service to their client companies at the lowest sustainable cost. To achieve this, PRO EUROPE actively contributes to the development of European and national legislative frameworks in the area of packaging waste management, with a particular focus on producer responsibility. Over the years, PRO EUROPE has established itself as a recognised knowledge partner of the European authorities and stakeholders in this field. PRO EUROPE also promotes the continuous development of its members towards a sustainable and efficient realisation of their local objectives, inter alia by offering them an active networking platform.

In the following pages, you will discover stories from EU developments to our members activities as well as our own. But I cannot resist sharing with you already two of the dearest to me. The first one is that both our friends from CONAI in Italy and Sekopak in Serbia have decided to join our ranks and become respectively the 32nd and 33rd members of PRO EUROPE. Let me extend again the warmest welcome to both organisations! The second one is about the very good progresses made towards organising the next edition of our bi-annual Congress. *Green Dot 2010: Green Economy in Action* will take place in Brussels on 7-8 October 2010.

But enough said for now! Enjoy the reading and make sure you take the opportunity to contribute to your newsletter with feedback and stories!

Kind regards,  
Joachim Quoden  
Managing Director of PRO EUROPE



## IN FOCUS

### PRO EUROPE expands its members base with Italy and Serbia joining forces

In the past few months, PRO EUROPE has seen its members base boosted to 33 by the addition of two new national schemes: CONAI from Italy and Sekopak from Serbia.



**CONAI**

CONAI, the National Italian Packaging Consortium, is responsible for the recycling and the recovery of all packaging placed on the Italian market, and for promoting prevention measures to optimise the use of packaging materials, with reduced harm to the environment throughout the entire packaging life-cycle.



SEKOPAK is a not-for-profit organization founded in 2006 by the Serbian industry to deal with packaging waste management and support practical solutions towards minimising the overall impact of packaging and packaging waste on the environment in Serbia.

“We look forward to working with PRO EUROPE and its members” said Piero Peron, President of CONAI. “The cooperation with colleagues of our sector from all over Europe, will help the exchange of best practice and, beyond, will definitely strengthen our ability to support the development of an industry capable of recovery and valorising materials from the take back of packaging waste.”

“With extended producer responsibility (EPR) becoming a legal requirement in Serbia, it is a natural step for SEKOPAK to join PRO EUROPE. We are glad to be part of this big family that is ensuring that packaging waste recovery and recycling targets are met every year,” said Rebeka Bozovic, from SEKOPAK. “We look forward to working in collaboration with our sister organisations as well as benefiting from PRO EUROPE’s expertise on packaging waste policy in Europe. Implementing EPR in Serbia will be challenging but we are confident we will be successful!”

Joachim Quoden, PRO EUROPE General Manager, has welcomed both organisations to the producer responsibility network, “CONAI is one of the oldest recycling and recovery systems in Europe, and has been a critical contributor to the implementation of the producer responsibility principle in Italy. As for SEKOPAK, all PRO EUROPE members are committed to support our colleagues from Serbia to bring the concept of producer responsibility to life in their country in the smoothest possible way. We are delighted to welcome both organisations among our members. As an organisation, we are proud to have gained strength and credibility over the years through a solid and growing membership. This demonstrates that PRO EUROPE’s principles are increasingly shared across Europe and beyond, and that we are successfully taking up the packaging waste management challenge.”

### WE VALUE YOUR INPUT !

This Newsletter is a work in progress. Please share with us your comments and suggestions to improve it continuously.

A story to share? Please send it to us and we will be happy to give it due consideration for an upcoming issue of the newsletter. Contact us at [quoden@t-online.de](mailto:quoden@t-online.de)

## PRO EUROPE CONGRESS 2010: Theme, title and subjects have been defined; organisation makes good progresses

### Green Dot 2010: Green Economy in Action

5th International PRO EUROPE Congress • Brussels • 7-8 October 2010



Significant progress has now been made with regard to the organisation of the upcoming PRO EUROPE Congress in October 2010. *Green Dot 2010: Green Economy in Action* has been approved as the title and guiding theme of this next edition of our bi-annual event.

This title reflects our belief that our economic sector is at the forefront of this *new Economy* that is being called upon to answer an increasingly wide-spread environmental awareness, notably boosted by the mainstream resonance of climate change, and the financial crisis.

This 5<sup>th</sup> International Congress will therefore focus primarily on the relation between resource and waste management and environmental responsibility, and the path towards a sustainable economic growth for Europe and beyond. As in previous years, it will build upon multi-stakeholder input and knowledge sharing to facilitate mutual understanding and promote active cooperation between all actors of society.



The Congress location is right in the city centre of Brussels, capital of Europe

This year two-day Congress mix will be composed of 2 inspiring keynote speeches, 2 high-level roundtables and 6 interactive workshops. The Keynote speeches will provide visionary insights and inspiration



Plenary room : the Gold Hall

for top-level discussions in roundtables and technical knowledge sharing in the workshops. The Roundtables will provide an ideal platform for discussion on current trends influencing the policy and business agenda and will be systematically concluded by Q&A sessions to allow delegates to make their voice heard and/or obtain further insight from the panellists. The workshops will allow more technical exchange of views and experiences. The six workshops will be held two-by-two in parallel with two sessions on day one and one session on day two. This will allow each participant to tailor its Congress programme to its own needs and interests by picking up workshops "à la carte".

Discussions in roundtables and workshops will be animated by moderators to ensure lively yet constructive debates among panellists and participants.

A number of side activities will also take place, which will provide further opportunity for participants to inform themselves and network with one another.

Finally, for the first time this year, the Congress will be preceded by an ad-hoc seminar specially geared towards our North American friends so as to share with them European best practice and latest EPR developments. This focused training should allow them to take full advantage of the Congress's core discussions the days after.



## EU POLICY DEVELOPMENTS

### Retail Forum and Food SCP Roundtable work progress

The **Retail Forum**, has issued its first paper on the energy efficiency of EU stores. The paper looks at practical ways to reduce the retail sector's energy consumption. On average, electricity - mainly used for lighting, air conditioning and food refrigeration - accounts for three quarters of the total energy demand of sales outlets.

A second paper, on the **optimisation of transport and logistics**, will be issued later this year. Over the next three years, the Retail Forum will issue a dozen papers providing a set of proposals for action in important environmental areas for the retail sector. The next meeting of the Forum has been scheduled for 22 October and should be dedicated to *Marketing and effective communication*.

As for the **Food SCP Roundtable**, it has already declared its intention to lay down common principles to assess the environmental impact of food and drink by early 2010. The principles will be based on international standards (mainly ISO 14040/44) and will act as a "consensus building document", based on which a concrete methodologies for food and drink products will be developed in 2010 and 2011.



### WEEE Recast discussions: well advanced in Council and starting in Parliament



In the Council Working Group looking at WEEE, regular meetings have been held since the first took place back in March and significant progress has been made in the examination of the recast proposal.

Several meetings were held in September and October to review a compromise proposal put forward by the Presidency. Most notably, discussions on the scope and decoupling WEEE from RoHS are focusing a lot of attention from Member States.

A policy debate took place at the Environment Council on 21 October, where Member states gave feedback on the broad orientations proposed by the Swedes.

More working group meetings will be held until the end of the Swedes term.

In the European Parliament, the first exchange of views took place in the Environment Committee on 4th November. A lively debate among MEPs indicates that the dossier will most likely attract a lot of interest until it is adopted.

The draft report is not expected before January however, as Rapporteur Karl-Heinz Florenz has indicated he would dedicate all his time until the end of the year to the upcoming Climate negotiation in Copenhagen.

The Environment Committee report should be adopted on 6 April 2010 in Committee and in June 2010 in plenary.



## PRO EUROPE members' news

### A world without packaging, dream or nightmare?



Packaging is often perceived as an unnecessary accessory. Therefore, it is important to remind the public of the basic functions of packaging.

Fost Plus has developed a film (14 min) explaining these fundamental roles with a touch of humour. Don't hesitate to use it in your communication or in your contacts. You can watch the film on [www.preventpack.be](http://www.preventpack.be) (French or Dutch) or order it on CD at [prevention@fostplus.be](mailto:prevention@fostplus.be) (English, French or Dutch).

### Eunomia Report Finalised

The Report of the Consultant Group led by Dominic Hogg of Eunomia into waste management policies in Ireland, and how these policies compare with international best practice, has been released by Environment Minister, John Gormley on 19 November. This year-long study examined the range of policies impacting on the management of municipal solid wastes, and construction and demolition wastes in Ireland, what policies were operating internationally, the relative performance of waste management in Ireland, and how policy alternatives could impact on emissions of greenhouse gases, and the cost implications of current and new policy alternatives.

The Report is very comprehensive and contains a wide range of recommendations. It also identifies the diversion of biodegradable wastes from landfill as a pressing priority.

The Report also includes specific targets for the frequency of household collections, maximum quantities of waste generated per household by target dates, conditions attaching to development plans, recommendations on levy amounts for landfill, incineration and MBT.

In the area of producer responsibility the report's key recommendations are:

- Make producers fully financially responsible for the services required to meet their obligation (i.e. full cost recovery).
- Minimum recycling target in the Waste Management (Packaging) Regulations to be increased to 75% by 2013, and the de minimis thresholds under Article 5 of the Waste Management (Packaging) Regulations to be abolished.
- Beverage Container Deposits; decision deferred and a dedicated study, particularly in respect of costs, to be carried out on a deposit refund scheme. "If the 75% recycling target recommended shows signs of not being met, then mandatory deposits should be introduced."
- Producer responsibility initiatives should be extended to newspapers, magazines, junk mail and other forms of direct marketing.

The Minister for the Environment, Heritage & Local Government stated that "the recommendations will form a key element of a new policy statement on waste currently being developed with a view to its publication early in the New Year. This policy statement will provide certainty for

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those in the waste management sector and a framework within which the necessary legislative changes can be brought forward”.



It is essential that the success of packaging recycling is not compromised or undermined and in this regard Repak looks forward to engaging in the future consultation process to ensure that the correct decisions are made with regard to future policy.



## 4th ECOEMBES Prevention Plan

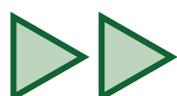
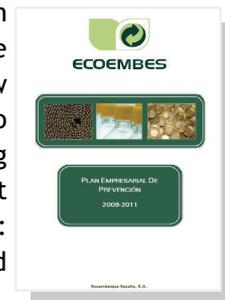
Last May 2009, ECOEMBES sent the fourth Packaging Prevention Plan to the Autonomous Communities, which will be brought into force from 2009 until 2011.

More than two thousand, four hundred companies participate in this Plan, representing more than 90% of packaging licensed to ECOEMBES.

Over the last ten years, the companies that have participated in the three previous Prevention Plans have implemented

more than 21.000 prevention measures.

Through participation in the fourth Plan, the companies will renew their commitment to minimize their packaging environmental impact throughout its life cycle: from design to the end of life stage.



## COMING UP

### Proposal for recast Regulation on plastic food contact materials and articles pushed back to Q1 2010



The recast Regulation on plastic food contact materials and articles is now expected for first Quarter 2010. The

consultation process is still on-going. DG SANCO has already gathered comments from all interested stakeholders and hold regular workshop meetings with stake-

holders (essentially industry associations and Member States).

The next meeting of this kind is scheduled for the end of November. The aim of those meetings will be to discuss possible options and support the Commission in drafting the Regulation.

A **first draft** should be circulated for comments to registered stakeholders and member states **shortly**.

### Study on indicators and guidelines on waste prevention to be launched shortly



The Commission is commissioning a study on indicators and guidelines on waste prevention to help Member States draw their national waste prevention plans. DG Environment has just finalised the terms of reference of the study mid September and contract should have been signed by the foreseen consultant, BIO Intelligence in the first half of October.

The study will cover the following aspects:

- Selection of Best Practices in Waste Prevention
- Preparation of Waste Prevention Guidelines
- Development of Waste Prevention Indicators

The study should be completed towards the end of the summer 2010.