



**HÅLL SVERIGE RENT®**





# Welcome!

- **Johanna Ragnartz**  
CEO Håll Sverige Rent
- **Lise Gulbransen**  
President Clean Europe Network



# Agenda

- 12.00 Lunch
- 12:30 Welcome and opening session, Johanna Ragnartz and Lise Gulbransen
- 12:45 Malin Johansson, Head of Section, Ministry of the Environment, Swedish government
- 13:15 Anna Bobo Remiju, Directorate-General for Environment
- 14:00 Joachim Quoden, Managing Director, Expra
- 14:30 Henrik Lystad, Norwaste
- 15:00 Coffee break
- 15:15 Bengt Lagerman, CEO, Returpack Sweden
- 15:45 Workshops
- 17:30-18:00 Closing Remarks



Governmental investigation on single use plastic

Implementation of the Single use plastic directive and the Januari agreement



## We who work with the investigation



## Two government assignments

- **Swedish Environmental Protection Agency**
  - *Statistics*
  - *Dialogue meetings*
  - *Reporting*
- **Swedish Agency for Marine and Water Management**
  - *Prepare proposals for how the regulation on fishing gear should be designed*



## The problem



## Singel Use plastic directive

- Ban
- Consumption reduction
- EPR including cost for cleaning litter and waste management out of home
- Marketing requirements
- Product requirements
- Separate collection
- Awareness raising measures
- Requirements for recycled content in drinkingbottles





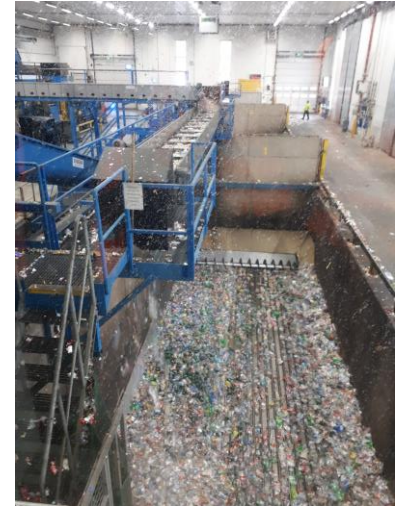
## Swedish investigation

### Investigate the possibilities:

- Increase the recycling and the quality and value of the material from disposable plastic products that are recycled.
- Ban cups and take away food containers that is mostly made out of plastic.



# Many good initiatives are already taking place today



## Goal for the investigation

- The aim is to find proposals that implement the directive, give consumers the desired function and increase the material recycling of plastic.
- Proposals of measures that provide significant environmental improvements
- Proposals of measures as close to the source as possible.
- It should be easy to do the right thing.



## Timeline for implementation

- Dialog during autumn 2019.
- Analysis and writing proposals in spring 2020.
- Internal consultation and political reconciliation during late spring and summer 2020.
- External consultation during autumn 2020.
- Recast of proposals after consultation during spring 2021.
- Government decision by July 2021.



Thanks !

- Referens: bilderna kommer från <https://pixabay.com>





**CIRCULAR ECONOMY**

Closing the loop

CIRCULAR ECONOMY

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*Implementation of Directive EU 2019/904  
on the reduction of the impact of certain plastic products on the  
environment*

*Clean Europe Network's workshop on WFD and SUP, 13 January 2020*



## **Structure of the presentation:**

- 1. Background of the SUP Directive**
- 2. Main provisions**
- 3. Implementation**



Health concerns



Degradation of marine ecosystems (13 billion Euros a year)



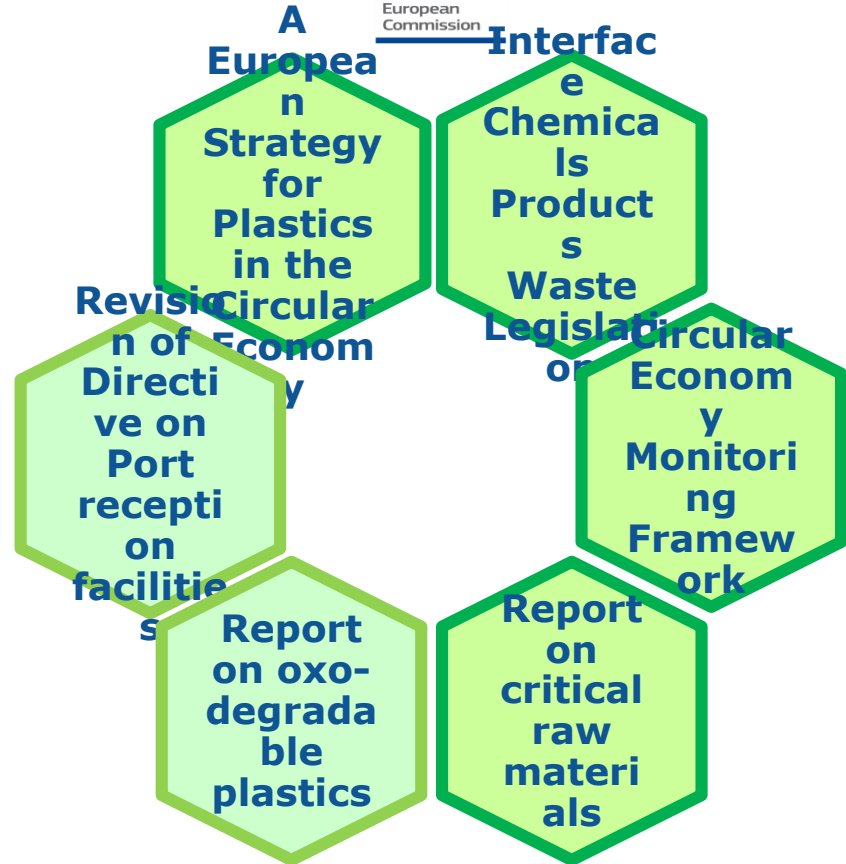
Impact on fisheries and aquaculture (1-5% of total fleet revenue) and ports/shipping



Tourism and coastal communities ( $\approx$  630 million euros)









Smart

Innovative

Sustainable



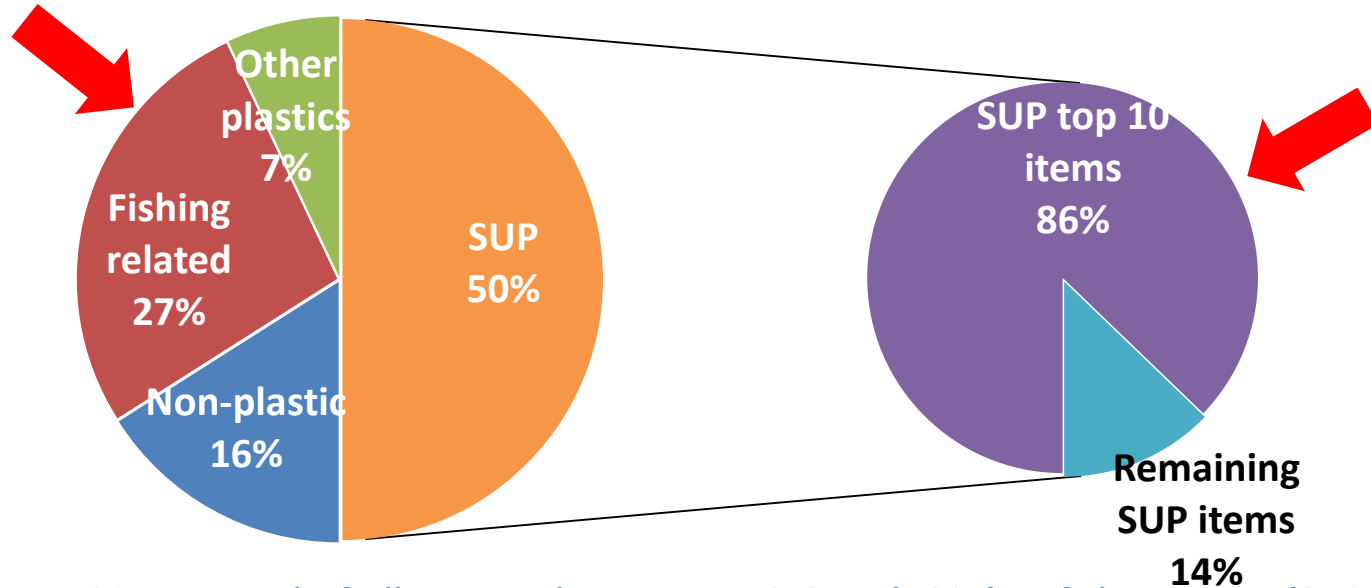
**EU Plastics Strategy** - 4 priority areas

***Directive on Single-Use Plastic Products (and fishing gear)***  
***Directive EU 2019/904***



- ✓ May 2018: Proposal by the Commission
- ✓ June 2019: adoption by the Council and EP
- ✓ 3 July 2019: Entry into force
- ✓ 3 July 2021: Transposition into national law

## Most found marine litter items on European beaches



- 70% covered of all marine litter: top 10 SUP (43%) + fishing gear (27%)
- Source: - Marine Strategy Framework Directive - Joint Research Center  
- European Regional Seas Conventions

## 10 most found items



<b>Ranking</b>	<b>Item</b>
<b>1</b>	Drinks bottles, caps and lids
<b>2</b>	Cigarette butts
<b>3</b>	Cotton buds sticks
<b>4</b>	Crisp packets / sweet wrappers
<b>5</b>	Sanitary applications
<b>6</b>	Plastic bags
<b>7</b>	Cutlery, straws and stirrers
<b>8</b>	Drinks cups and cup lids
<b>9</b>	Balloons and balloon sticks
<b>10</b>	Food containers including fast food packaging



## ***Directive (EU) 2019/904 on the reduction of certain plastic products on the environment of 5 June 2019***

### **Objectives:**

- **Prevent and reduce the impact of certain plastic products on the environment, in particular the aquatic environment and on human health**
- **Promote the transition to a circular economy with innovative and sustainable business models, products and materials**
- **Contributing to the efficient functioning of the internal market**

**Scope: single use plastic products and products made of oxo-degradable plastic**

- ❖ **70% of all marine litter covered: top 10 SUP (43%) + fishing gear (27%)**



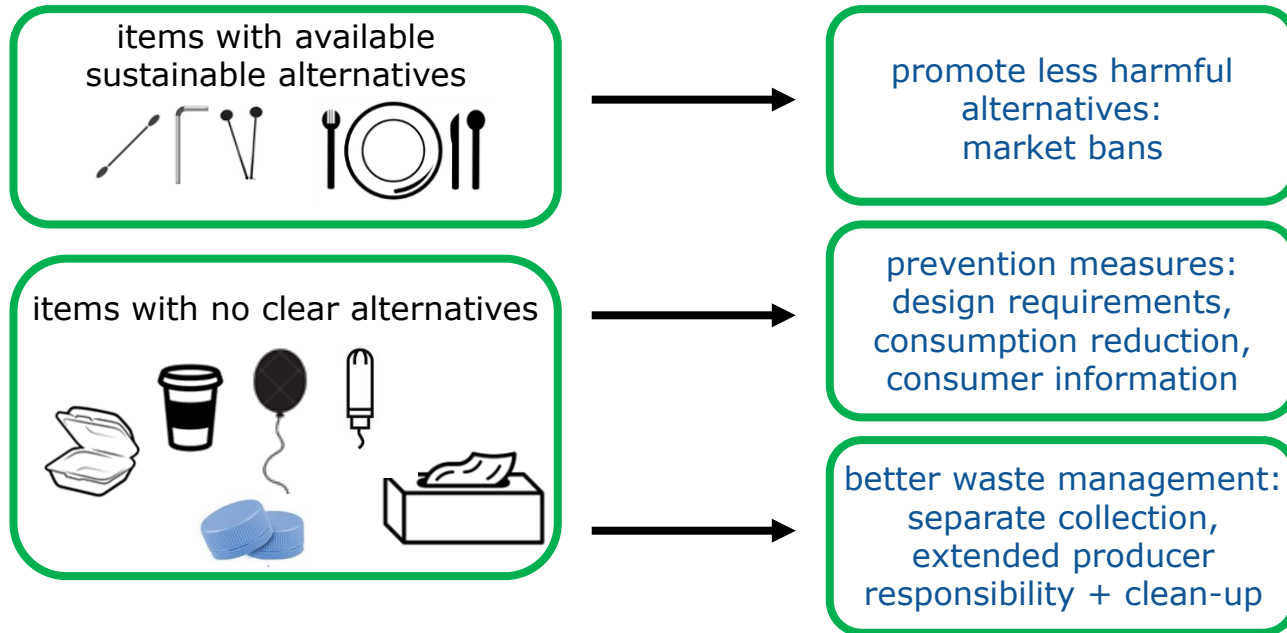
**Not against plastics**, but tackling its unsustainable use

To facilitate **prevention, re-use, collection and recovery** of single-use plastic items that are wholly or partially made of plastics

Definition of plastic: Polymer as defined in REACH with the 'exception of *natural polymers that have not been chemically modified*'



## *Different SUP products – different measures*





# Consumption reduction (Article 4)



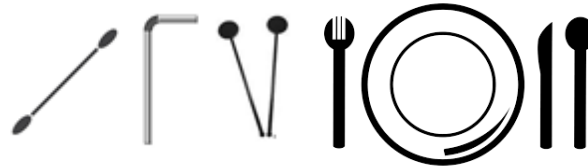
- Ambitious and sustained / measurable quantitative reduction in consumption by 2026 compared to 2022 of
  - Food containers
  - Cups for beverages including covers and lids
- Member States to choose appropriate measures
  - Consumption reduction targets
  - Economic instruments
  - Increase the availability of alternatives e.g. re-usable
  - Items not provided free of charge
- National marketing restrictions for those products are only possible to substitute those products with reusable ones or with alternatives that do not contain plastics



# Market restriction (bans) (Article 5)



- EU bans because of the plastic content, not the product
- Only products with readily available alternatives (single & multi use):
  - Cotton bud sticks
  - Cutlery
  - Plates
  - Straws
  - Beverage stirrers
  - Sticks for balloons
  - All products made of oxo-degradable plastic
  - Cups, food and beverage containers made of expanded polystyrene



# Product design requirements (Article 6)



- 1. Tethered caps and lids (to remain attached) for all beverage containers and bottles up to 3 litres**  
*(Standardisation request to CEN);*

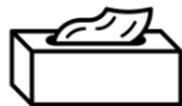


- 2. Binding target for recycled content:**
  - **at least 25%** of recycled plastic for PET beverage bottles from 2025
  - **at least 30%** of recycled content for all single use plastic bottles from 2030

# Marking Requirements (Article 7)



- Tobacco products with filters, cups for beverages, wet wipes and sanitary towels will require a clear and harmonized labelling on the product or on packaging. For cups, the label will be on the product itself.
- The label will indicate the presence of plastics in the product how waste should be disposed, and the resulting negative environmental impact.





For food and beverage containers, bottles, cups, packets and wrappers, light weight carrier bags and tobacco products with filters

Producers will help cover the costs of:

- waste prevention (awareness raising);
- waste management (collection and treatment costs of on-the-go waste in public areas);
- litter clean-up and
- data gathering.



For wet wipes and balloons, only the waste prevention and litter clean-up costs are covered.

~ minimum requirements for EPR schemes as in Waste Framework Directive



## Separate collection target for plastic beverage bottles

~ Target to be achieved through EPR or through deposit refund schemes



→ by 2025 – 77%



→ by 2029 – 90%



- Supporting high quality recyclates and uptake of secondary raw materials
- Supporting plastic packaging recycling target of 55% by 2030

## Provide information to consumers on:



- **Availability of reusable alternatives**, reuse systems and **waste management options**
- **Impact of littering**
- **Impact on sewer network** of inappropriate waste disposal

→ *Achieve reduction in littering of single use plastic products covered and fishing gear*



Evaluation of the Directive by July 2027 (Article 15)

Report by the Commission on the feasibility to :

- Review the list of SUPs in the Annex
- Set quantitative consumption reduction targets for food containers and beverage cups and establish binding collection rates for fishing gear
- Assessment of the change in materials and consumption patterns (possibly including LCA)
- Assessment of progress for a standard on biodegradability of SUP in the marine environment







# Transposition and Implementation

- MS have two years for bringing into force the national laws and regulations to comply with the Directive:
  - 3 July 2021
- **Article 17** provides specific application deadlines:
  - ✓ **Article 5** – from 3 July 2021
  - ✓ **Article 6(1)** – from 3 July 2024
  - ✓ **Article 7(1)** – from 3 July 2021



# Implementation work (Commission)

## ➤ 2 Sets of Guidelines.

- ❖ **SUP Guidelines**: what is to be considered a single use plastic product definitions, criteria of product categories (art. 12)
- ❖ **Guidelines on EPR**: criteria on costs of litter clean up (art. 8)

## ➤ 2 Standardisation requests: - (1) **tethered caps and lids**, art. 6 (plastic bottles); (2) **circularity of fishing gear**, art. 8(9)

## ➤ 9 Implementing acts:

- ❖ **Four by July 2020** (marking, separate collection target calculation and reporting, reporting of fishing gear and waste collected)
- ❖ **Two by January 2021** (measuring consumption reduction, reporting consumption reduction)
- ❖ **Three by January 2022** (measuring and reporting on recycled content, reporting of post consumption waste tobacco products)



# SUP external support study

*Support study (RAMBOLL): 18 months (kick-off July 2019): 8 Work packages, 6 related to IAs and Guidelines:*

**WP 1** – *Identifying and describing the products covered by the Directive*

**WP 2** – *Marking of certain SUP products*

**WP 3** – *Calculation and format for reporting on separate collection target for plastic bottles*

**WP 4** – *Reporting of data on post consumption waste tobacco products*

**WP 5** – *Consumption reduction measurement and reporting*

**WP 6** – *Development of Guidelines on litter clean-up costs*



# Stakeholder consultations

- **Stakeholder Surveys:** WP 1 and WP 2 surveys launched in **September**; WP 3, 4, 5 and 6 surveys launched in **November**.
- **Stakeholder workshops:** **18 October 2019** (WP 1), **29 November** (WP 2), **24 and 25 February 2020** (WP 3,4,5, 6), **March/April 2020** (follow up Workshops WP 1, WP 2)
- **Targeted interviews**



# Additional support studies and next steps

- **Consumer testing of proposed markings for certain SUP products**  
*(to be launched in January 2020)*
- **Recycled content in plastic bottles**  
*(to be launched in January 2020)*



Contact:  
[anna.bobo-remijn@ec.europa.eu](mailto:anna.bobo-remijn@ec.europa.eu)

*Learn more about this Directive, the plastics strategy  
and the circular economy:*

*[http://ec.europa.eu/environment/circular-  
economy/index\\_en.htm](http://ec.europa.eu/environment/circular-economy/index_en.htm)*



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# A comprehensive approach to make packaging fully sustainable

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**Joachim QUODEN**  
Managing Director of EXPRA

**CLEAN EUROPE NETWORK workshop**  
on Single Use Plastic Directive;  
Stockholm, January 13, 2020

**7 years** existence

**26 MEMBERS**

industry-owned, non-profit

over **HAVE**  
**25**  
YEARS of experience and  
expertise in the  
waste management  
field

PROVIDE  
over **200**  
MILLION  
PEOPLE with packaging  
collection, sorting  
and recycling  
infrastructure

ENSURE RECYCLING AND RECOVERY  
of over **20** of packaging every  
year  
MILLION TONNES

**EXPRA**  
in a nutshell



# Packaging

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- Packaging does not have a reason d’etre of its own but always has to serve a certain product
- Packaging has a number of functions for the product and its consumption:
  - Protection
  - Promotion
  - Information
  - Convenience
  - Unitisation
  - Handling
  - .....
- Nevertheless, after the consumption / use of the product very often the packaging (especially “one time use”) has lost its purpose, its former value and therefore, becomes waste.
- **Here starts the challenge: If something has lost the value for the user, this user is usually not ready to really care any more.**

If we do nothing or not enough.....



# But what can we do?

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- Just consume what we need
- Prevent packaging that is not needed
- Design products / packaging in the most sustainable way so that it is easy to (re-) use, easy to repair, easy to collect, to sort and to recycle
- Establish a comprehensive infrastructure for the collection and treatment of all waste that we produce including packaging but also for bio-waste in companies, at home, on the go
- Raise awareness amongst all actors of the (packaging) chain that „even“ used products / packaging / leftovers have a value
- Communicate how each stakeholder including our inhabitants can act positively
- Pass legislation that governs and steers the above mentioned 6 points
- Enforce such legislation
- Use economic tools like PAYT, landfill bans / taxes, incineration taxes, **Extended Producer Responsibility**

# Extended Producer Responsibility

EPR policies shift waste management **costs** away from local governments and onto producers

Costs include collection, sorting and treatment of products

**Education** and **public information** about waste recycling tends to be also covered by EPR

Producers often work **collectively** to exert these **responsibilities** by setting up Producer Responsibility Organisations (“PROs”)

PROs should be collective entities with **no profit** distribution, set up and fully **owned by obliged industry**

# EU Circular Economy Package: Big role for EPR!

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When it comes to Extended Producers Responsibility schemes, the EU legislator believes that EPR can do if designed in the right way:

Provide economic incentives for businesses to develop more sustainable products (e.g. co-modulation)

Encourage design for recycling

Promote greater dialogue between producers, local authorities and recyclers

Help improve the efficiency of the recycling process

Reduce waste and littering

# Key drivers for successful EPR

1. Legislation
2. Compliance Schemes (PROs)
3. Public participation
4. Enforcement

## Packaging cycle



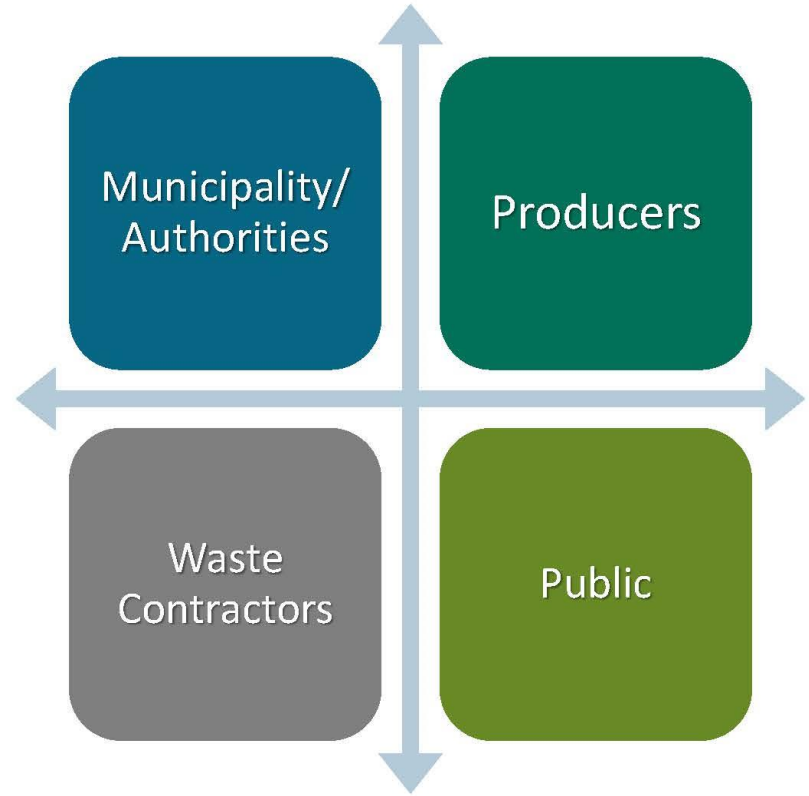
# Success Criteria for Extended Producer Responsibility

1. Legislation, support and enforcement
2. Professional and strong EPR system(s)
3. Value chain commitments and cooperation
4. Design for recyclability
5. Technology and infrastructure
6. Local waste management systems
7. Well functioning markets
8. Awareness and confidence
9. Certification and traceability
10. Statistics

# Roles & Responsibilities

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Each actor have specific and defined roles





# Best model for PRO

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**Law** should define ownership, function and scope of SG

**Ownership:** Owned and run by obliged companies  
Non-discriminatory between companies  
Without profit distribution to owners

**Function:** Collect for recycling post-consumer products  
(eg. packaging, batteries, WEEE, textiles, tyres.. etc)

**Scope:** Finances collection of separated waste  
Provides infrastructure for public use

# Awareness-raising, education and communication campaigns – only all together we can succeed!



## CONAI

Italy, Stewardship tender 2018

400 thousand € aimed at rewarding the most innovative and eco-friendly packaging solutions placed on the market in 2016-2017 biennium.

[www.conai.org/en/prevention/thinking-about-the-future/stewardship-tender/](http://www.conai.org/en/prevention/thinking-about-the-future/stewardship-tender/), [www.ecotoolconai.org](http://www.ecotoolconai.org)



**PENSARE FUTURO**  
Progetto Conai per l'Imballaggio ecosostenibile

## ECOEMBES

Spain, 'LIBERA, nature without littering'

A project created by the environmental NGO, SEO / BirdLife, in partnership with Ecoembes with the objective of raising awareness and mobilizing citizens to keep the natural spaces free of littering.

[www.projectolibera.org](http://www.projectolibera.org)

**LIBERA**  
NATURALEZA SIN BASURA

## AFVALFONDs/KIDV

Netherlands, Improve packaging recyclability

Website on tips and tricks to improve the recyclability of packaging: plastic, glass, metal, paper/board and wood.

[www.recyclability.kidv.nl](http://www.recyclability.kidv.nl)



## FOST PLUS

Belgium, Eco packaging tools

A kit of websites helping industries to assess the environmental impact of their packaging [www.preventpack.be](http://www.preventpack.be), [www.pack4recycling.be](http://www.pack4recycling.be), [www.pack4ecodesign.org](http://www.pack4ecodesign.org)

prevent pack

## VALIPAC

Belgium, Sustainable Packaging Platform

Improve sustainable packaging decisions with the right information on the right place  
[www.go4sustainablepackaging.org](http://www.go4sustainablepackaging.org)

**GO4**  
SUSTAINABLE  
PACKAGING

**PACK**  
**PLAY2**



Are you labelling the packaging correctly?

**é**

PRIX DE L'EMBALLAGE  
ÉCORESponsable  
trophéco

## ÉEQ

Canada, Pack Play2 Design competition

A student packaging design competition with the objective to gather the best packaging eco design projects.

[www.facebook.com/Packplay2/](http://www.facebook.com/Packplay2/)

## EKOKOM

Czech Republic, Seminars on packaging prevention.

At least 12 big seminars per years for clients explaining them legislation and standardization for prevention and minimization in detail trough showing the best results from other companies.

[www.ekokom.cz](http://www.ekokom.cz)

## Grønt Punkt Norge

Norway, Labelling for recycling

Packaging labels that remind the consumer to recycle. Includes material specific pictograms in print quality and visual guides on correct labelling.

[www.grontpunkt.no/medlemskap/emballasjemerking/english/](http://www.grontpunkt.no/medlemskap/emballasjemerking/english/)

## VALORLUX

Luxemburg, The Trophéco award

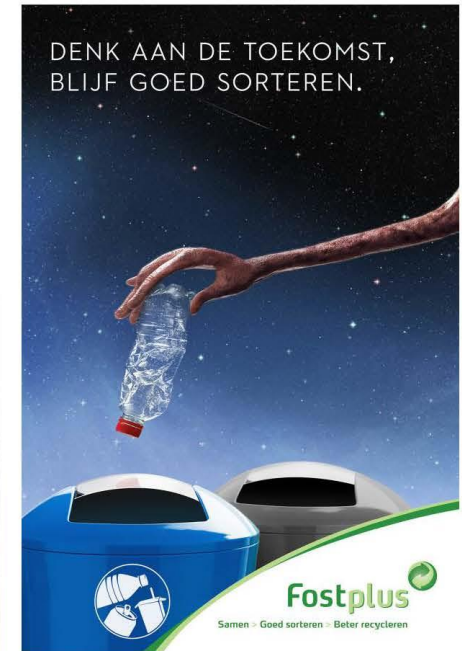
Award that rewards and promotes sustainable and eco-friendly packaging sold in Luxembourg

[www.tropheco.lu/en](http://www.tropheco.lu/en)

# Best practices of EXPRA members: Belgium

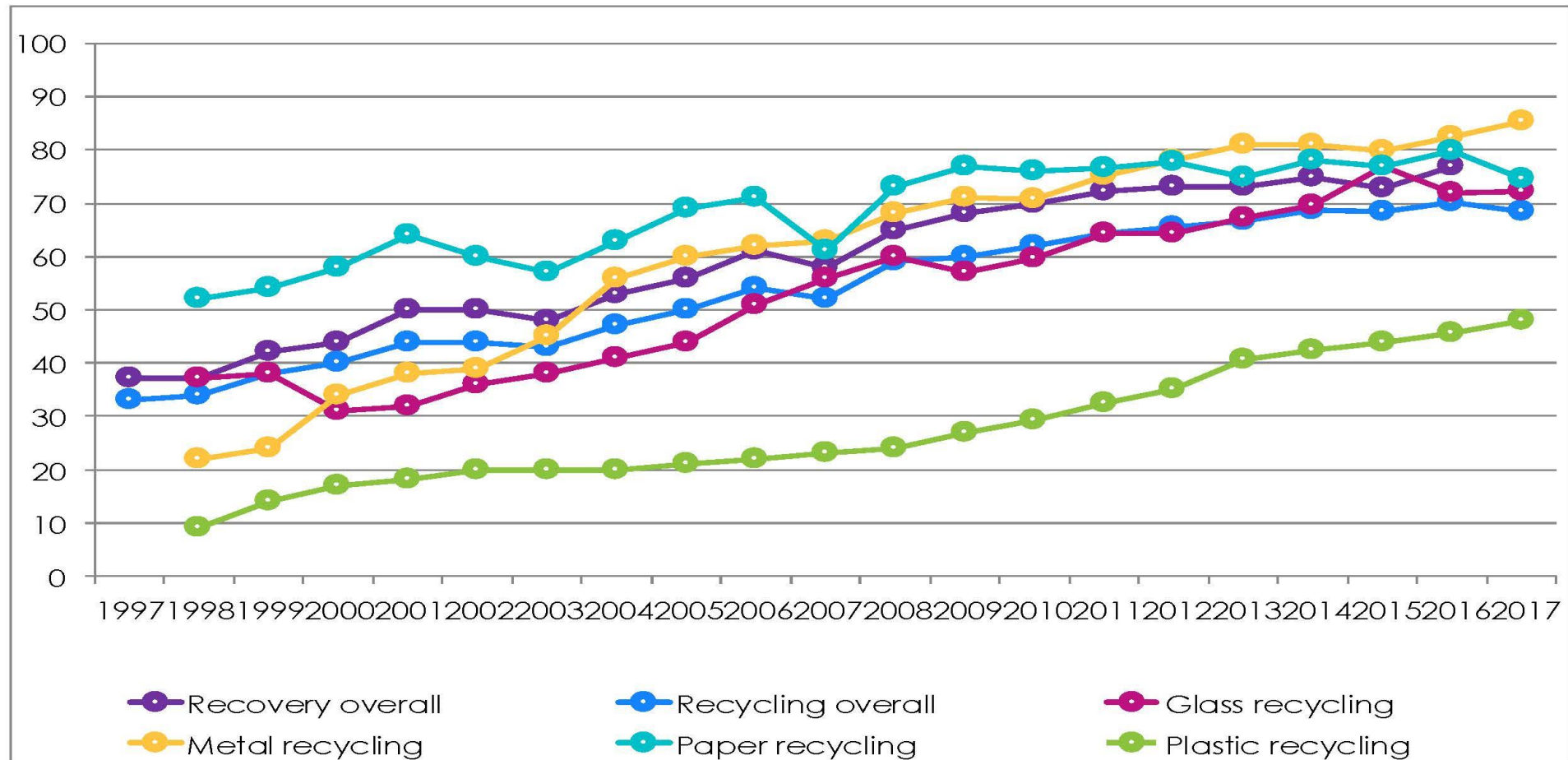
- NATIONAL CAMPAIGN "SORTING WASTE, AN ACTION THAT MATTERS"
- Focused on the importance of sorting and its positive impact on the environment and future generations;
- Audiovisual campaign on TV and in cinemas;
- Poster campaign promoting the slogan " 2015: Think of the future. Keep sorting

Fostplus

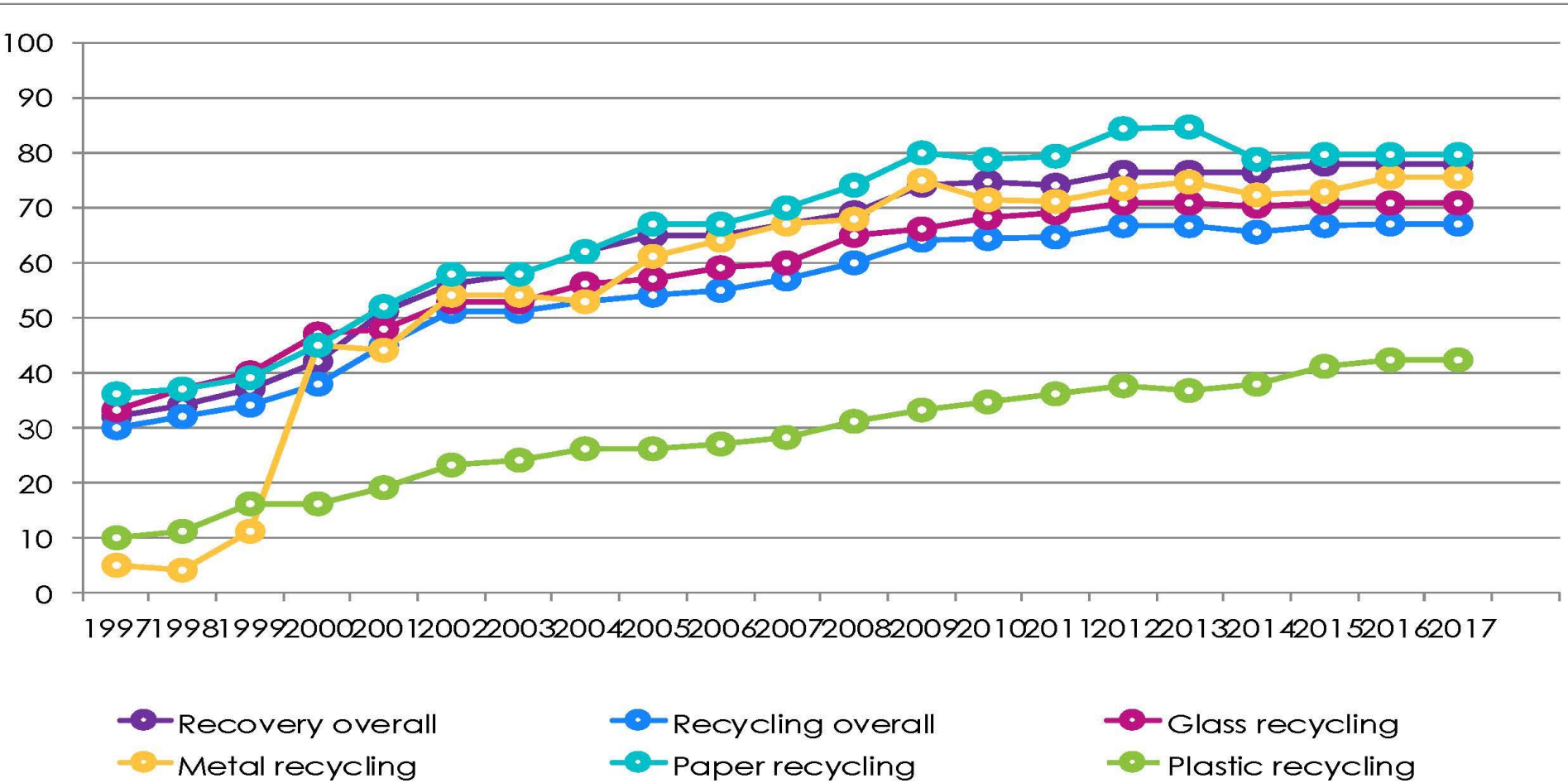


The movie

# Spain: Performance 1997 – 2017



# Italy: Performance 1997 – 2017





**We have achieved a lot over the last 25 years!**

**Still, we are all not there yet!**



The public opinion?!



# Plastics policies and legislation

## Comparing targets

	PPWD	SUP	EU Plastics Strategy	Circular Plastics Alliance	European Plastics Pact
Targets	65% recycling of all packaging waste by 2025	77% collection of plastic beverage bottles by 2025	By 2030, all plastics packaging placed on the EU market is either reusable or can be recycled in a cost-effective manner	By 2025, 10 million tonnes of recycled plastics to be used in European products	By 2025, all single-use plastics products and packaging will be reusable or at least 100% recyclable
	70% recycling of all packaging waste by 2030	90% collection of plastic beverage bottles by 2029	By 2025, 10 million tonnes of recycled plastics find their way into new products on the EU market		Net reduction in use by 2025 compared to 2017
	50% recycling of plastic packaging by 2025	25% of recycled content in plastic beverage bottles by 2025			At least 70% of all single-use plastics products are recycled to a high standard
	55% recycling of plastic packaging by 2030	30% of recycled content in plastic beverage bottles by 2030			30% recycled content in single-use plastic products and packaging by 2025
					Specific targets for: PET bottles 55%; Milk bottles 45%; PE bottles 30%, PET trays 55%; PP PTTs 20%; PE films 18%

# Plastics policies and legislation

PPWD	SUP	EU Plastics Strategy	Circular Plastics Alliance	European Plastics Pact
<p><b>Revision of the Essential Requirements and guidelines on eco-modulation of EPR fees in view of improving design for packaging recyclability</b></p>	<p><b>Extension of EPR principle to cover litter clean-up costs for, inter alia, food containers, wrappers and packets, beverage containers, cups for beverages, lightweight plastic carrier bags</b></p>	<p>A pledging campaign by industry to develop the market for secondary plastics</p>	<p>Contribute to the update of CEN and industry standards on recyclability and related ones</p>	<p>Pledging event in Autumn 2019 and European Plastics Pact by early Spring 2020</p>
<p><b>Implementation of secondary legislation on the calculation of recycling rates with drastic consequences</b></p>	<p><b>The Commission shall publish guidelines for criteria on the costs of cleaning up litter</b></p>	<p>Revision of the Essential Requirements and guidelines on eco-modulation of EPR fees in view of improving design for plastics packaging recyclability</p>	<p>Set up a harmonised EU value chain voluntary system to monitor volumes of recycled plastics used in European products. The system will be transparent, trusted and ensure traceability of the data</p>	
<p>Review of reuse policies with a view to setting up legislation to promote reuse</p>		<p>Establish a private-led fund on the model of EPR for financing investment in innovative solutions and new technologies aimed at reducing the environmental impact of primary plastic production</p>		

# Eco Modulation of EPR Fees

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Draft Recommendations by the consultants of the EC (Eunomia):

- **STEP 1: More accurately reflecting net costs to all relevant packaging sub-categories**
- **STEP 2: Account for contribution towards recycling target**
  - Apply a penalty fee to all formats recycled at a lower rate than the average for that material type
  - If the recycling rate for plastic packaging as a whole were 50%, a format that achieves just a 30% recycling rate will pay a penalty fee (i.e. €x/tonne) for each tonne 'unrecycled' between the format's recycling rate of 30% and the average recycling rate for plastic packaging of 50%.
  - These fees, collectively, would be returned back to those performing above the average in line with the tonnage above the average recycling rate.
- **Modulation within specific categories ( Traffic Light Approach)**
  - Achieve a YES for all relevant aspects are eligible for a bonus;
  - Achieve a YES in some aspects but achieve a **CONDITIONAL** in any aspect will face the standard fee; and
  - Achieve a NO in any individual aspect are subject to a malus

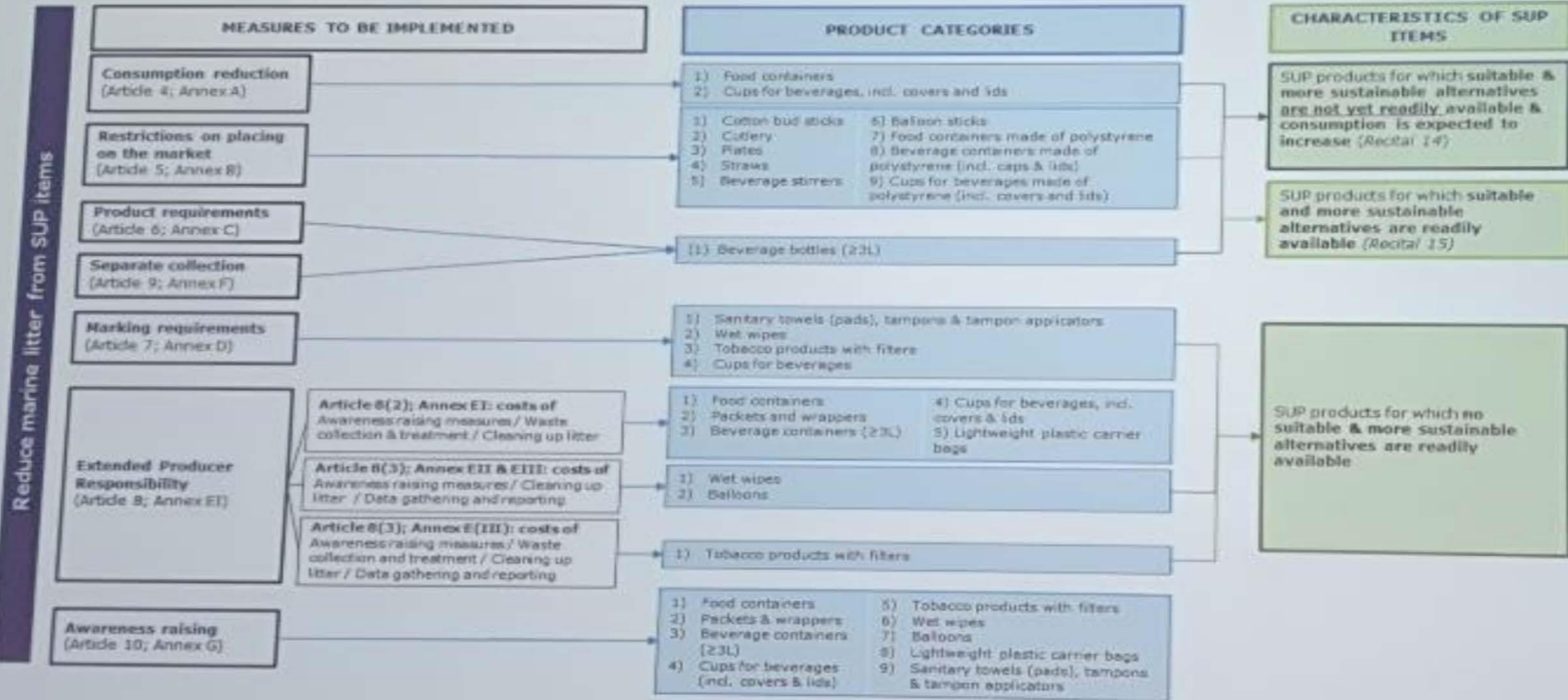
# Essential Requirements

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- They are seeing the need to align the approach around the crucial term “recyclability” with the same term in the fee modulation context which is positive.
- They are also seeing a need to establish criteria when a packaging is fully recyclable which should still take into account a certain threshold.
- They are also accepting that for many packaging it might be sufficient if the producer can prove that he is following (accredited) design for recycling guidelines.
- Nevertheless, they would also like to establish a negative list of “bad” packaging which is drafted by a technical committee and which is revised every 3 years.
- For those packaging on the negative list, they would like to establish a penalty fee within the EPR modulation concept of at least € 1.500€ per ton

# Single Use Plastics Directive

## OVERVIEW OF THE DIRECTIVE



# Single Use Plastics Directive

**Table 1: Guidelines and implementing acts and study work packages**

Measures mandated to the Commission by the Directive	Approximate timeframe	Study WPs
1) <b>Guidelines</b> of what is to be considered a SUP product for the purposes of the Directive, including examples [Article 12]	12 months after entry into force (3 July 2020)	WP 1
2) <b>Implementing act</b> establishing harmonised specifications for the marking requirements for SUP items listed in Annex Part D (sanitary towels, wet wipes, tobacco products with filters and cups for beverages) [Article 7]	12 months after entry into force (3 July 2020)	WP2
3) <b>Implementing act</b> laying down methodology for the calculation and verification of the separate collection targets for beverage bottles	12 months after entry into force (3 July 2020)	WP3
4) <b>Implementing act</b> laying down the format for reporting of data on information on recycled content in beverage bottles listed in Annex Part F to demonstrate the attainment of the targets laid down in Article 6(5)	30 months after entry into force (1 January 2022)	
5) <b>Implementing act</b> laying down the format for reporting of data on post-consumption waste of tobacco products with filters and filters [Article 8(3)]; and information on recycled content in beverage bottles listed in Annex Part F to demonstrate the attainment of the targets laid down in Article 6(5)	30 months after entry into force (1 January 2022)	WP4
6) <b>Implementing act</b> laying down (1) methodology for the calculation and verification of consumption reduction for cups for beverages and food containers (Annex Part A); and (2) format for the reporting of data on these SUP items to demonstrate Member State consumption reduction measures [Article 4(1)]	18 months after entry into force (3 January 2021)	WP5
7) <b>Guidelines</b> for criteria on the costs of cleaning up litter under Extended Producer Responsibility (EPR) for the SUP items listed in Annex Part E [Article 8(4)]	-	WP6

# STUDY OBJECTIVES



Work packages (WP)



Measures mandated to the Commission by the Directive

Timeframe



WP1

Identifying and describing the products covered by the Directive, except fishing gears



Guidelines of what is to be considered a SUP product for the purposes of the Directive, including examples [Article 12]

WP2

Harmonised marking on certain single use plastic products



Implementing act establishing **harmonised specifications for the marking requirements for SUP items listed in Annex Part D** [Article 7]

WP3

Methodology for the calculation & verification of separate collection target for plastic beverage bottles and formats for reporting of data and quality check report



Implementing act laying down methodology for the calculation and verification of the **separate collection targets** for beverage bottles



Implementing act laying down the format for **reporting of data on information on recycled content in beverage bottles** listed in Annex Part F to demonstrate the attainment of the targets laid down in Article 6 (5)

WP4

Formats for reporting of data & quality check report on post consumption waste of tobacco products



Implementing act laying down the format for **reporting of data on post-consumption waste of tobacco products with filters and filters** [Article 8(3)]; and information on recycled content in beverage bottles listed in Annex Part F to demonstrate the attainment of the targets laid down in Article 6(5)

WP5

Consumption reduction measurement methodology & reporting of data and quality check report formats



Implementing act laying down (1) methodology for the calculation and verification of **consumption reduction for cups for beverages and food containers** (Annex Part A); and (2) format for the reporting of data on these SUP items to demonstrate Member State consumption reduction measures [Article 4(1)]

WP6

Supporting development of guidelines on litter clean up costs



Guidelines for criteria on the costs of cleaning up litter under **Extended Producer Responsibility (EPR)** for the SUP items listed in Annex Part E [Article 8(4)]

WP7

Consultation Strategy & support in the development & adoption of guidelines and implementing acts

WP8

Overall management, coordination, communication, & reporting

12 months after entry into force (3 July 2020)

30 months after entry into force (1 January 2022)

18 months after entry into force (3 January 2021)



# Consequences for PRO's and companies in short

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- ❖ Very high recycling targets (70% for all packaging, 55% for plastic packaging)
- ❖ Plus a new measurement point what is counted as recycled which will reduce the current and future performance by 5% to 30%!!!
- ❖ A new kind of target (namely a 90% „separate“ collection target) only for PET beverage bottles (and not „only“ those under deposit)
- ❖ **Full coverage** of the „necessary“ (netto) costs for collection, sorting, treatment, communication **plus** cost coverage for **cleaning up litter** (partly, fully, jointly, still unclear)
- ❖ **Eco modulation of EPR fees** to stimulate packaging which is easy to recycle
- ❖ New definition of „recyclable“ coming up (Essential requirements)

# The new challenges II

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- ❖ Ban of non-recyclable packaging in the future, latest in 2030!
- ❖ A relation like twins with the local authorities who are crucial for the success of every collection system
- ❖ Certain products and packaging will be banned or consumption should be reduced (of the packaging or of the product???)
- ❖ Mandatory design demands to bottles („tethered caps“)
- ❖ Mandatory recycled content for certain packaging
- ❖ Increased EPR fees will lead to increased incentives to free ride (especially online sales!)
- ❖ Need for traceability and monitoring will increase dramatically
- ❖ Political and public environment unstable and negative versus packaging and plastics so that adhoc initiatives might continue

# The new challenges III

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## ❖ Costs:

- ❖ Countries with a performance close to the new targets result in a cost per inhabitant per year of **20€**; the new measuring will increase these costs on top
- ❖ Current demands of local authorities for litter cleaning costs are from 5 € to 40 € per person per year,
- ❖ This might lead to a likely cost of **40€ per person per annum**, resulting in around 20 billion € per year compared to around 5 billion € today!

❖ Will Member States be able to monitor and enforce?

❖ Will the European Commission be able to monitor and enforce versus the Member States?

❖ Will all these measures help to improve the image of plastics and of industry using plastics?

# Solutions arising!

## How Digimarc Barcode Works

### ENHANCE

-  Packaging
-  Commercial Print
-  Labels & Tags

### DETECT

-  Barcode Scanners
-  Inspection Systems
-  Mobile Apps



Digimarc Barcode can be applied to any printed material where a barcode, QR code and Data Matrix may be used.



# A collaborative project of companies representing the entire value chain of flexible packaging



The CEFLEX Stakeholders represent:

- ✓ >140 companies and associations
- ✓ Representing the WHOLE flexible packaging value chain
- ✓ Combined global turnover of > 800 Bn €
- ✓ 4 of the top 6 PO producers globally
- ✓ > 80% of the film producers/converters of flexible packaging in Europe
- ✓ 4 of the top 5 Global Consumer Goods companies
- ✓ Many of the world leading packaging waste management companies



# Green Book on Innovation



**BUT, what to do with littering?**

# Litter prevention: based on 5 pillars

Infrastructure



Communication



Enforcement



Participation



Environment





**No stakeholder can solve this issue alone!**

**PARTNERSHIP IS KEY TO SUCCESS**

**The Clean Europe Network is a very important player in this fight against litter!**

# Contact

EXPRA aisbl  
2 Avenue des Olympiades  
1140 Brussels – Evere  
Belgium



Exp<sup>ra</sup>

Extended  
Producer  
Responsibility  
Alliance

# Back-up and background slides

# Joachim Quoden – [www.quoden.com](http://www.quoden.com)



Profession:

**Independent Lawyer** since 1995

10/92 – 01/93

**German Ministry of Environment**, EPR department

02/93 – 06/06

German Green Dot scheme **DSD** in various capacities, i.e. Head of International Affairs

10/00 – 02/13

Secretary General respective Managing Director of **PRO EUROPE**

01/00 – ...

Member of the **OECD** expert group on EPR

**04/13** - ....

**Managing Director of EXPRA**

10/13 - ....

Chair of **ISWA** WG Governance & Legal Issues, ISWA EU Group and Member of ISWA STC

04/15 - .....

Member of the **Product Stewardship Institute** Advisory Panel (Boston, US)

01/18 - .....

Member of the **EC Expert Group** on Circular Economy Financing

06/18 - .....

Board Member of the **CEFLEX** project

# Our Members – non-profit 26 PROs



Detailed info about each member of EXPRA:

<http://www.expra.eu/uploads/Brochure-Exptra-2018F3.pdf>

# EXPRA – External Activities

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*EU coordination group  
for the Circular Economy  
Stakeholder platform  
(via EcoEmbres)*

*EU expert group  
"Support to Circular  
Economy Financing"*

*OECD EPR Expert Group*

*Food SCP RT Steering  
Committee & Working  
Groups*

*CEFLEX Steering  
Committee & Working  
Groups*

*EPS SURE LIFE PROJECT  
Advisory Board*

*ISWA STC / ISWA WG  
Governance & Legal  
Issues / ISWA Marine  
Litter Task Force*

*Clean Europe Network  
friendship*

# EXPRA beliefs : How to make EPR successful? (1)

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- ✓ EPR is **one tool** within a comprehensive policy approach;
- ✓ Different **stakeholders** should have **clear roles to play, ensuring no conflict of interests!**;
- ✓ EPR organisations should be **run by obliged companies on a not-for-profit basis**;
- ✓ **Focus on separate collection** and collection infrastructure for **inhabitants** is key for the success of the system!

# EXPRA beliefs : How to make EPR successful? (2)

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- ✓ Ensure **transparency** of operations and data;
- ✓ Calculate the fees for all materials covered **in a fair manner**;
- ✓ EPR organisations should **control the use of the fees** collected, and **influence infrastructure design** if necessary;
- ✓ **Packaging optimisation, design-for-recycling, clear communication and education of inhabitants and company representatives** are essential parts of successful EPR systems
- ✓ Continuously **improve system performance**;



# Our EXPRA mission

To enable members to continuously **improve their services** by ensuring low costs to their client companies and convenient infrastructure for inhabitants

To promote a sustainable and efficient, **not-for-profit/profit-not-for-distribution EPR** scheme, driven by the **obliged industry** and offering a service of **public or collective interest**.

To provide a **platform for exchange of experience and know how** for our members but also for other stakeholders



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**THANK YOU!**

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**HÅLL SVERIGE RENT®**

