

2nd roundtable: economic instruments: how to make recycling financially viable?

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Managing Director of EXPRA

COLLECTORS final conference (webinar)
17 November 2020



7 years existence

27 MEMBERS & Partners
all industry-owned, non-profit

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

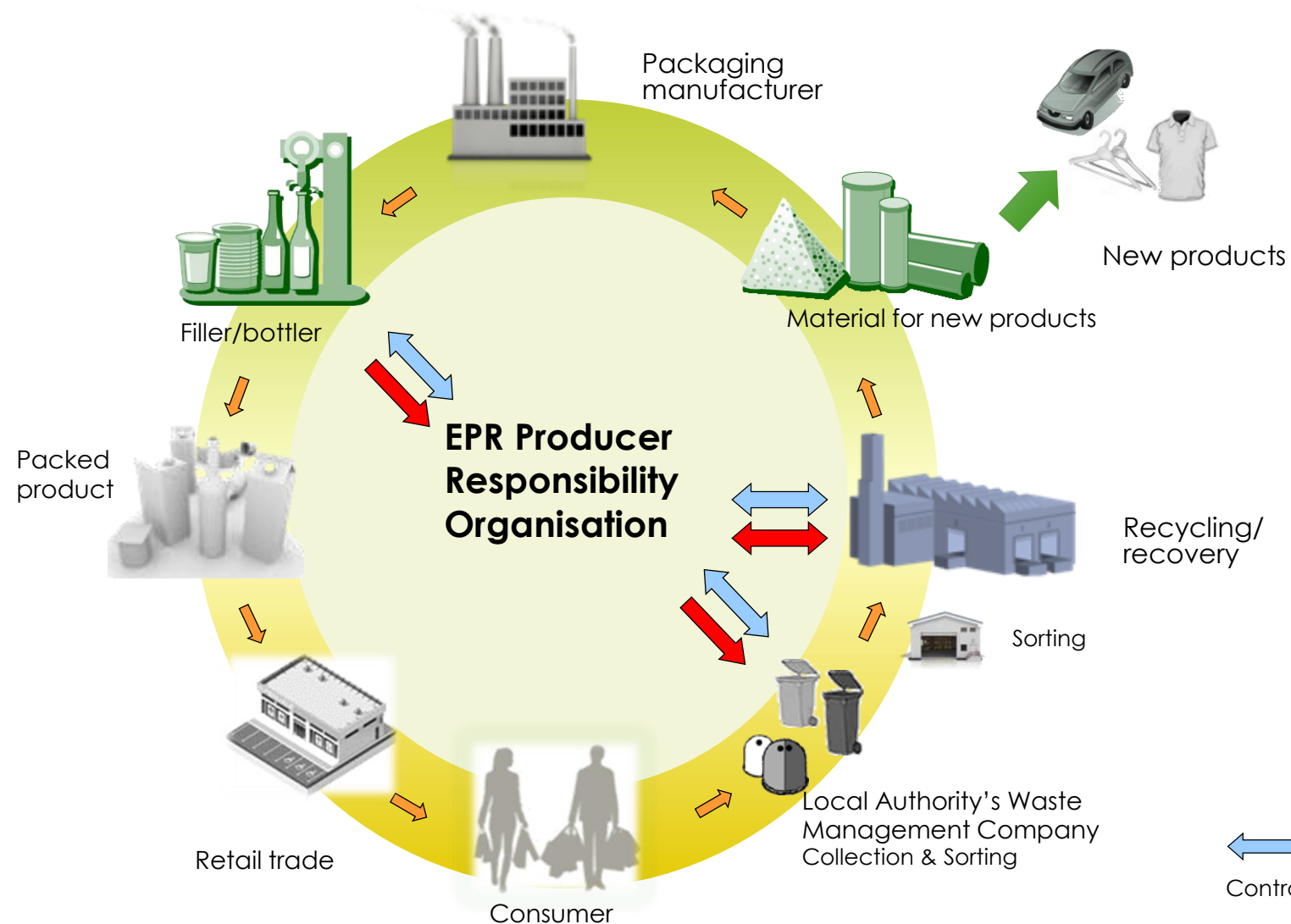
over **PROVIDE**
200
MILLION PEOPLE with packaging
collection, sorting
and recycling
infrastructure

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

EXPRA
in a nutshell 

EPR's role in a circular economy

Operational
AND financial
responsibility



↔ Contract agreements
→ Financed by fees



EPR System / PRO

- The design of each national EPR System and each PRO is determined by
 - (The EU legislation (WFD / PPWD / SUP))
 - The respective national implementation
 - Obligated industry in a respective country if and when owning the PRO
respective the third party owning the PRO's
 - Local authorities who usually decide about the concrete collection (and
sorting) system in their district



Implementation of the EU Packaging Directive

3 countries without any compliance scheme => Taxes

Denmark, Hungary, Croatia

**36
European
Countries**

**Tax versus EPR
continuous discussion**
Ukraine, Russia ?

Trading of certificates
UK, (Poland)

**1 country with Fund
Scheme run by industry**
Iceland

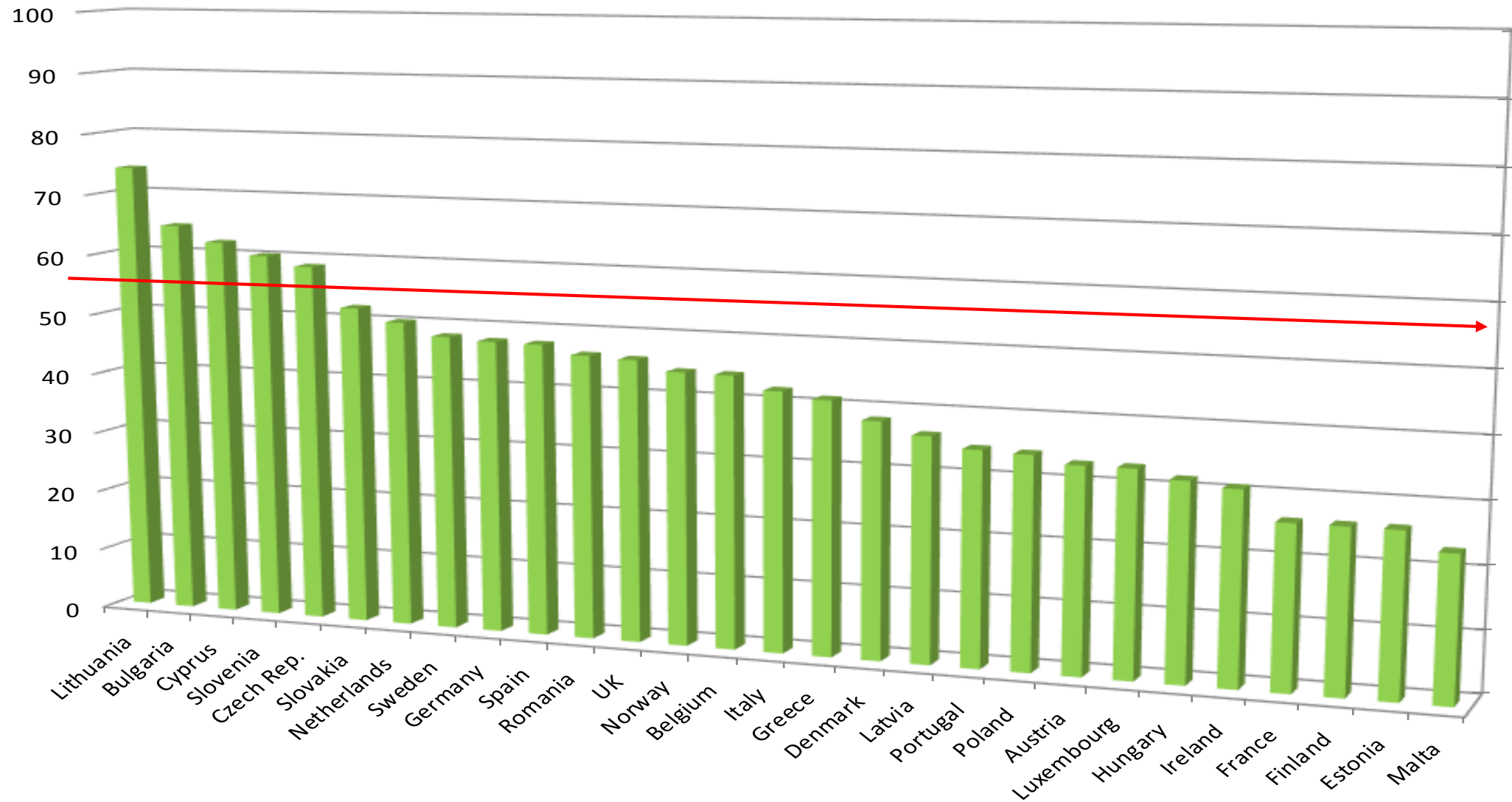
30 with Producer Responsibility

Austria, Belgium, France, Spain, Germany, Ireland, Cyprus, Luxembourg, Portugal, Sweden, Greece, Latvia, Malta, Lithuania, Czech Republic, Slovak Republic, Italy, Slovenia, Estonia, Romania, Bulgaria, Turkey, Norway, Finland, Serbia, Israel, Netherlands, (Poland), Macedonia, Bosnia I Herzegovina



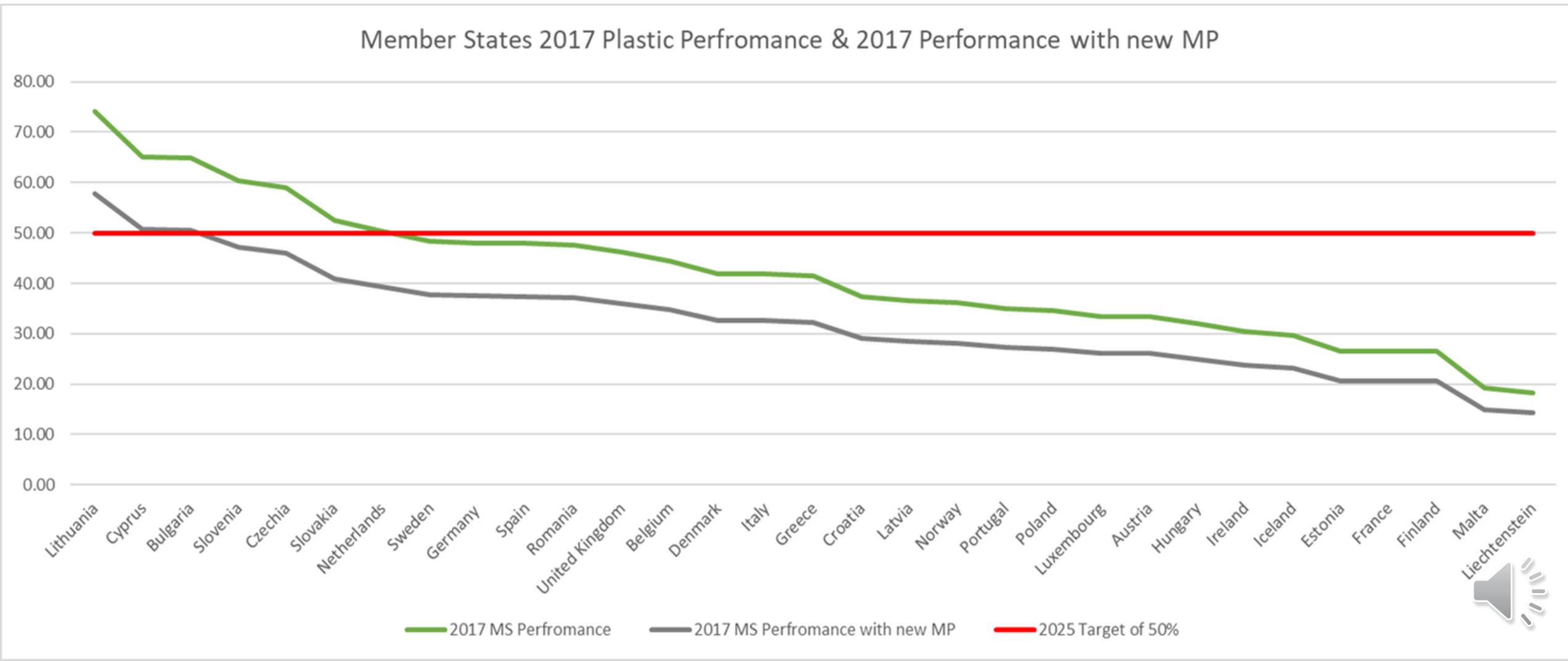
Plastic Recycling Quotas in 2017

old measurement point / no check of reporting

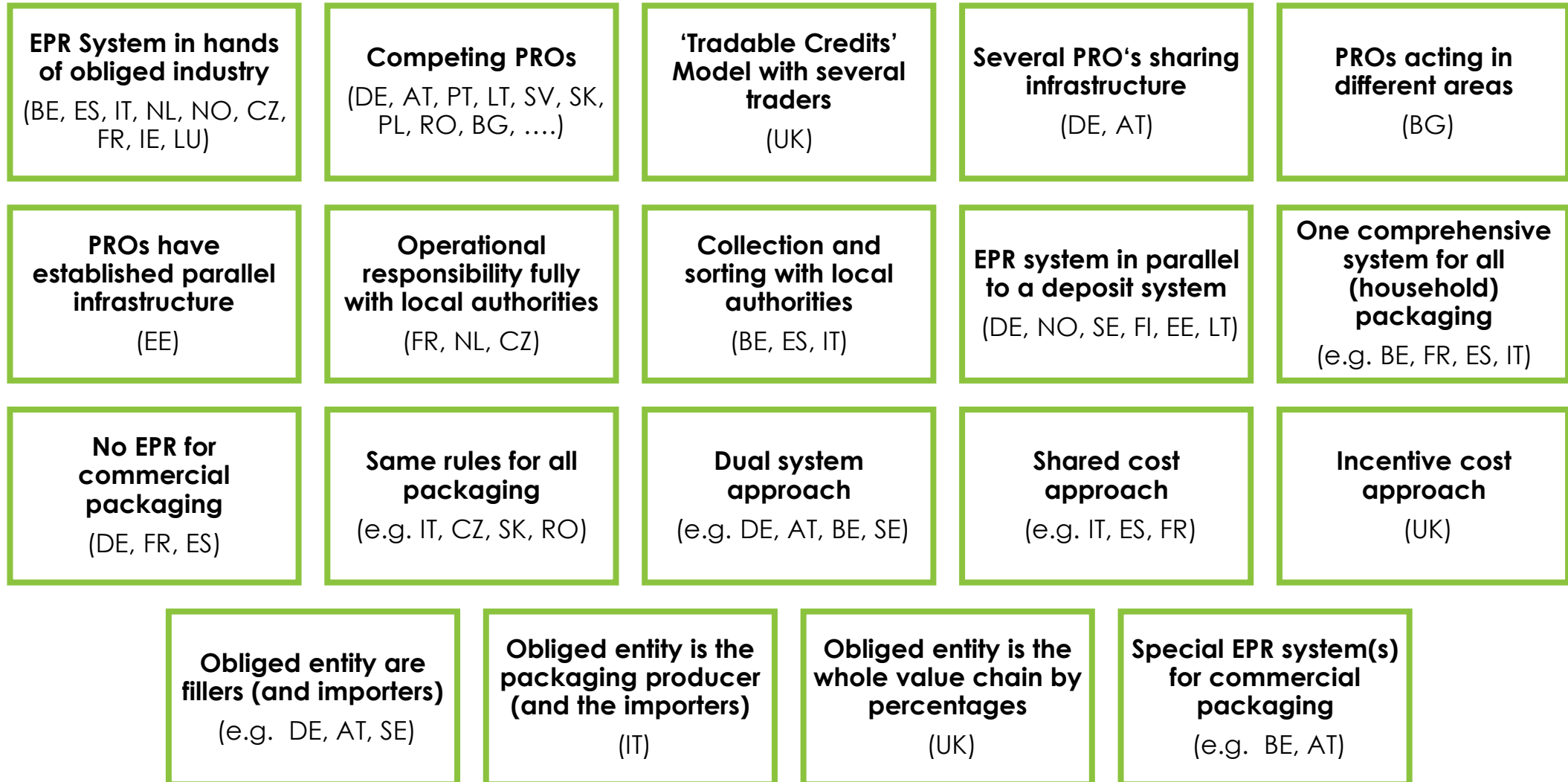


Applying an average additional loss rate to the current reported performance

But, corrections because of “not correct” reporting still have to be applied
(it seems that some MS have reported collected and not input to recycler)



EPR - several ways of implementation



Waste Framework Directive (2018) – Learnings for EPR

Article 8a

Sets out general, minimum requirements for EPR with regards to:

- Roles and responsibilities
- Target compliance
- Reporting
- Equal treatment of producers
- Information to waste holders targeted by EPR schemes & Member States
- Transparency
- Cost coverage
- Eco-modulation
- Efficient & necessary costs
- Monitoring and enforcement
- Independent Oversight in case of competition
- EU & National Dialogue platforms



How can we fulfil all the new targets?

- **European Union:**
 - Reliable, clear, long-term and stable policy direction and steering
 - Preserving the Internal Market, enabling a level playing field for companies
 - Improving existing legislation when gaps and shortfalls are identified following facts and scientific data and findings
 - Analyzing the effects of the approved legislation before starting to develop new legislation
 - Helping Member States to implement the existing legislation
 - Enforcing the existing legislation
 - Establishing the common platform for sharing best practices



How can we fulfil all the new targets?

- **Member States:**
 - Increase the collaboration with the European Commission when drafting new legislation by making aware of the real local situation, notably when it comes to the abilities and needs to implement new and existing EU rules
 - Quick and efficient transposition and implementation of new EU waste legislation based on best practices (trying to avoid national experiments and stand-alone ideas but rather looking for alignment and harmonization)
 - Decrease or even stop landfilling asap (current deadline of 2035 is too far)
 - Establish the required national EPR dialogue platform asap (under EU)
 - Adapt national legislation asap when gaps and shortfalls are identified
 - Establish a national independent organisation in charge of monitoring



How can we fulfil all the new targets?

- **Packaging Value Chain:**

- Continue and increase the collaborative approaches to increase the circularity of packaging like
 - HolyGrail 2.0 - Pioneering Digital Watermarks for a Circular Economy
 - CEFLEX - DRIVING TOWARDS CIRCULAR ECONOMY
 - Close the Glass Loop - bringing together the entire glass packaging ecosystem
 - 4EverGreen - Perfecting circularity together
 - Circular Plastics Alliance – voluntary pledge for 10 Mio t recycles



How can we fulfil all the new targets?

- **Obligated companies:**
 - Optimize your packaging continuously to decrease the environmental footprint of the packaged products
 - Apply design for recycling guidelines for packaging
 - Engage in national and international platforms
 - Pass the circularity message to your customers to explain changes made and how to recycle products
 - Support EPR nationally and globally like 23 companies within the Consumer Goods Forum, <https://www.theconsumergoodsforum.com/environmental-sustainability/plastic-waste/key-projects/extended-producer-responsibility/>



How can we fulfil all the new targets?

- **Local Authorities:**
 - Implement separate collection for all appropriate waste streams including packaging, WEEE, batteries, bio waste and textiles following best practices in alignment with EPR systems
 - Communicate and raise awareness with your inhabitants in close cooperation with the EPR schemes active in your community
 - Introduce incentives to increase the motivation of your citizens to sort and separate correctly, including PAYT etc
 - Accept recommendations from industry stakeholders especially when receiving funding
 - Increase enforcement towards littering and wrong sorting – introduce fines when necessary
 - Liaise with national independent organisation in charge of monitoring to ensure compliance



How can we fulfil all the new targets?

- **Waste management companies & recyclers:**
 - Invest in technologies that are state of the art
 - Increase the recycling and treatment capacities asap
 - Invest in innovation



How can we fulfil all the new targets?

- **EPR Systems / PRO's:**

- Secure the necessary funding so that investments into a sufficient infrastructure for collection, sorting and recycling can be done asap
- Increase innovation in collection ("iBins"), sorting (HolyGrail) & recycling (chemical recycling)
- Introduce appropriate fee modulation systems
- Establish a sufficient reporting, monitoring and traceability system both upstream and downstream
- Increase the efforts of communication and awareness raising with citizens
- Cooperate closely with all stakeholders of the packaging circle



How can we fulfil all the new targets?

- **Citizens / Inhabitants:**
 - Be aware that you have the power when purchasing and consuming
 - Check reusable options if they apply to your needs and make sense
 - Correctly sort your packaging and the other valuable materials
 - Never litter



PARTNERSHIP IS KEY TO SUCCESS



Contact

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Back-up and background slides

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Profession:

10/92 – 01/93	Independent Lawyer since 1995
02/93 – 06/06	German Ministry of Environment , EPR department
10/00 – 02/13	German Green Dot scheme DSD , i.e. Syndicus + Head of International Affairs
01/00 – ...	Secretary General respective Managing Director of PRO EUROPE
04/13 -	Member of the OECD expert group on EPR
10/13 -	Managing Director of EXPRA
04/15 -	Chair of ISWA WG Governance & Legal Issues & Member of ISWA STC
01/18 -	Member of the Product Stewardship Institute Advisory Panel (Boston, US)
06/18 -	Member of the EC Expert Group on Circular Economy Financing
06/19 -	Board Member of the CEFLEX project
	Chair of the ISWA EU Group

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

- ✓ 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)

- ✓ **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 Members – non-profit 26 PROs



EXPRA – External Activities

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

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

OECD EPR Expert Group

**Close the Glass Loop
Initiative**
Founding Member

CEFLEX
*Steering Committee &
Working Groups*

ISWA
*STC / Chair ISWA WG
Governance & Legal
Issues / Chair ISWA EU
Group*

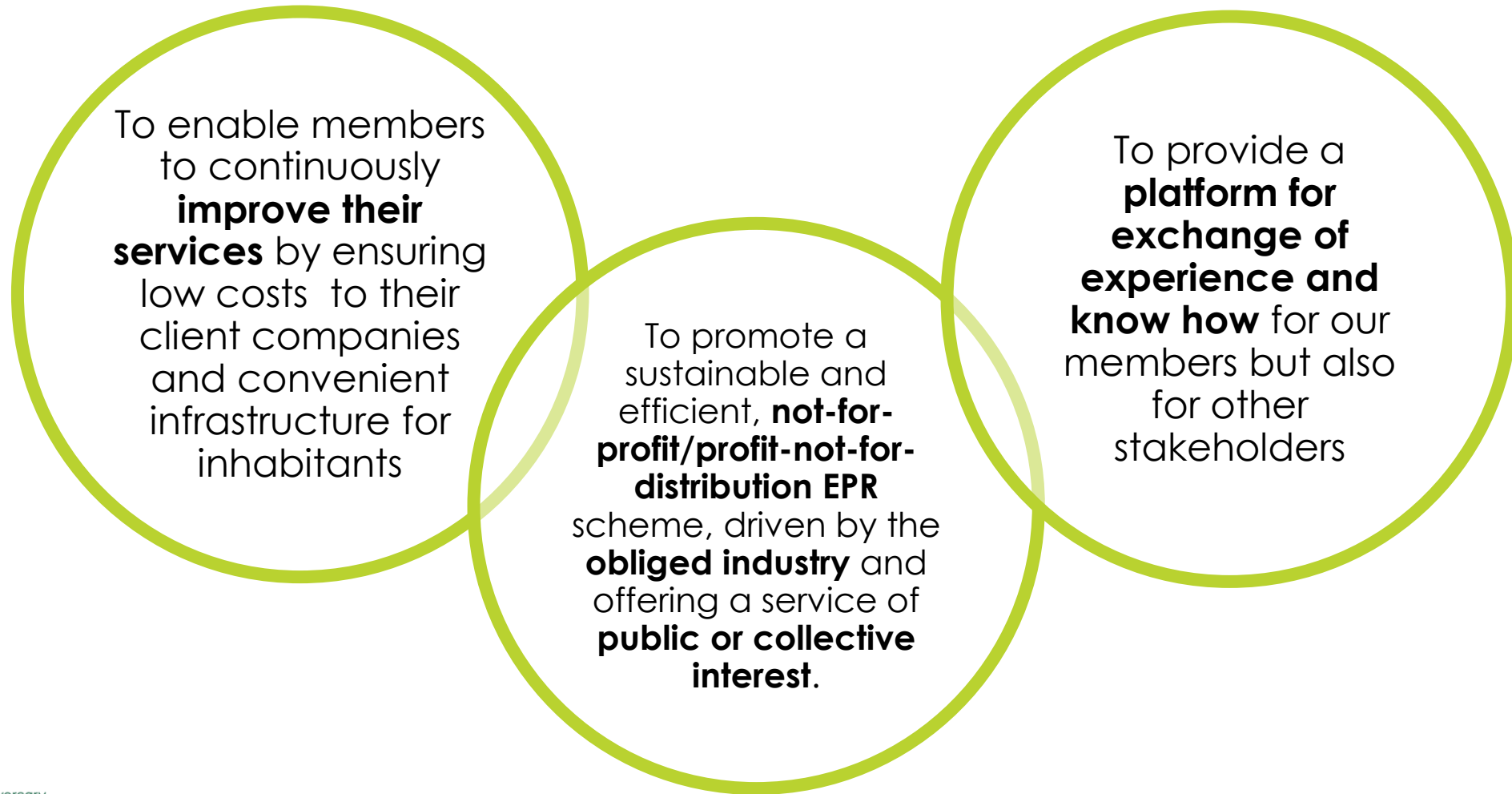
*Clean Europe Network
friendship*

*Circular Plastic Alliance
Co-chair Packaging WG*

*Chemical Plastic Alliance
Member*

*Holy Grail 2.0
Member*

Our EXPRA mission





THANK YOU!
