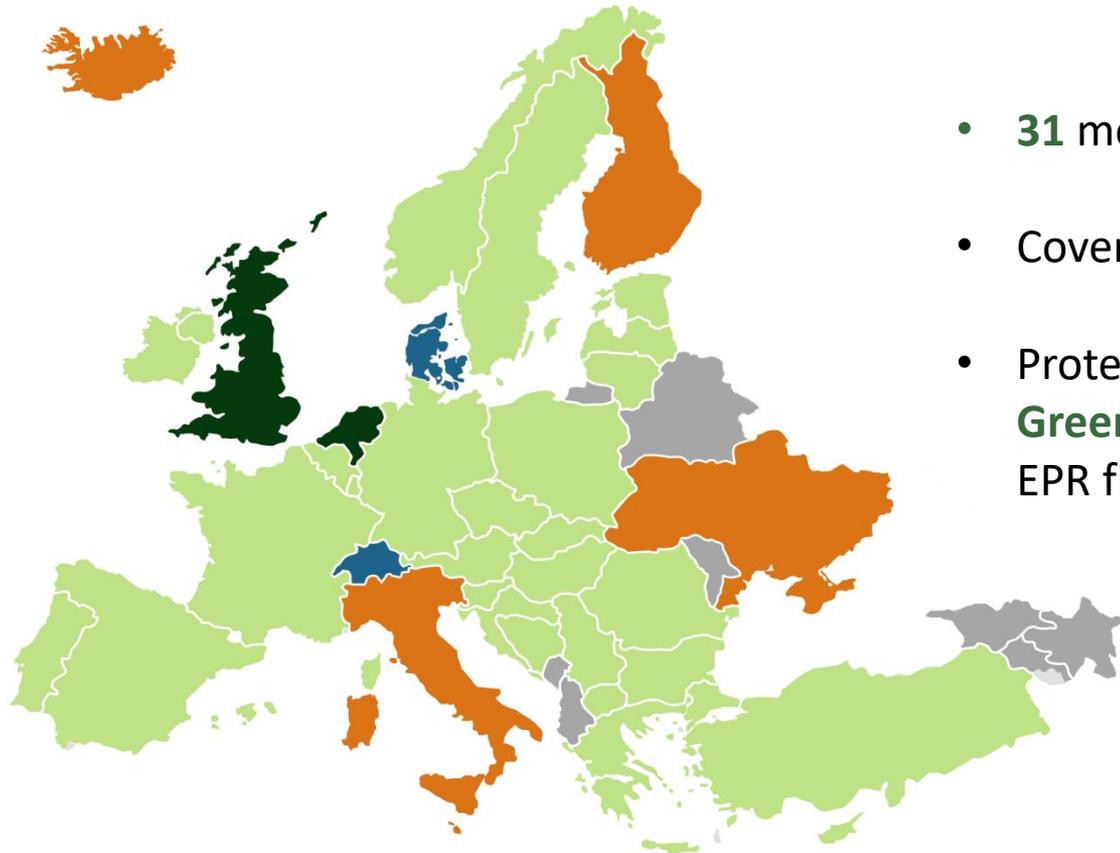




PRO Europe
Packaging Recovery Organisation Europe

New Standards and Goals for Extended Producer Responsibility

Circular Economy Congress, Vienna



- **31** member EPR organizations
- Covering > **500 million** inhabitants
- Protection and promotion of the **Green Dot Trademark** as symbol for EPR financing



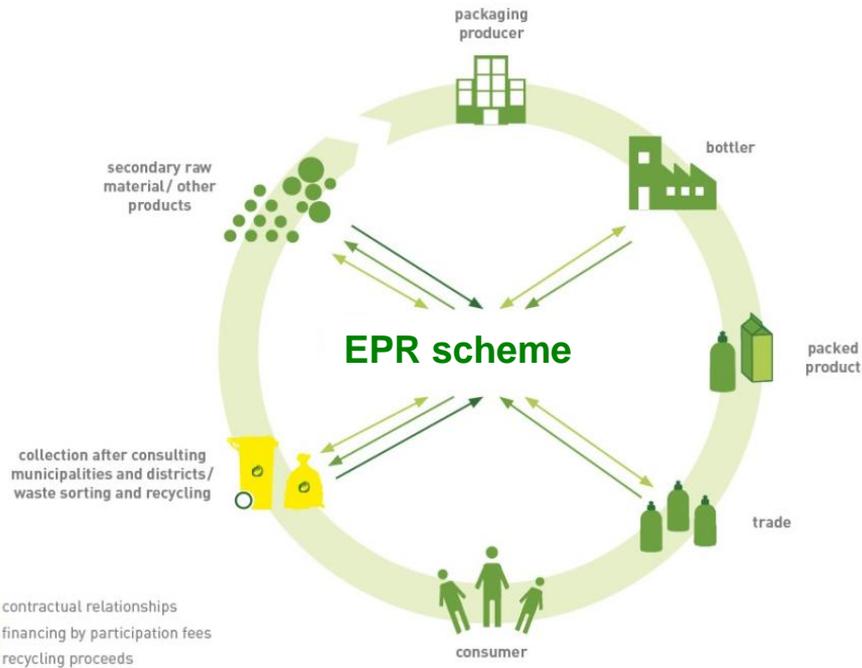
“an environmental policy approach in which a **producer’s responsibility for a product is extended to the post-consumer stage of a product’s life cycle**. Characterised by:

- the shifting of **responsibility (physically and/or economically; fully or partially)** upstream toward the producer and away from municipalities; and
- the provision of incentives to producers to take into account **environmental** instruments when **designing** their products.

...EPR seeks to integrate signals related to the environmental characteristics of products and production processes **throughout the product chain.**”

Source: <https://www.oecd.org/env/waste/extended-producer-responsibility.htm>

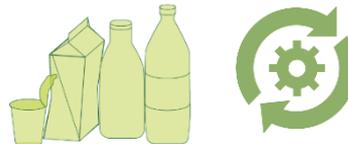
- **Extended** – not extensive
- **Producer** – not alone, packaging value chain
- **Responsibility** – not only financially but also operationally
- Impact on **environmental design**



- **Regulatory framework** defines obligation and responsible stakeholders
- **Stakeholders** set up scheme:
 - » **Coordination** of collection, sorting and recycling services (through tender)
 - » **Full or shared** responsibility for cost for collection, sorting, recycling
 - » **Nationwide** coverage
 - » Fulfilment of European/national **recycling targets**
 - » Focus on **households**/all packaging
 - » **Single/multiple** schemes
 - » **Business model** non-profit/free market

Why did many countries choose EPR?

- EPR: „polluter pays“ principle, **direct influence and involvement** of fillers and packers in packaging recovery
- Industry with its **competence** can find solutions that are **efficient** both for the environment and for the economy
- Alternative: Inventing new **taxes**
- Packaging Supply Chain influences **design** of packaging - **optimisation** of packaging, waste prevention

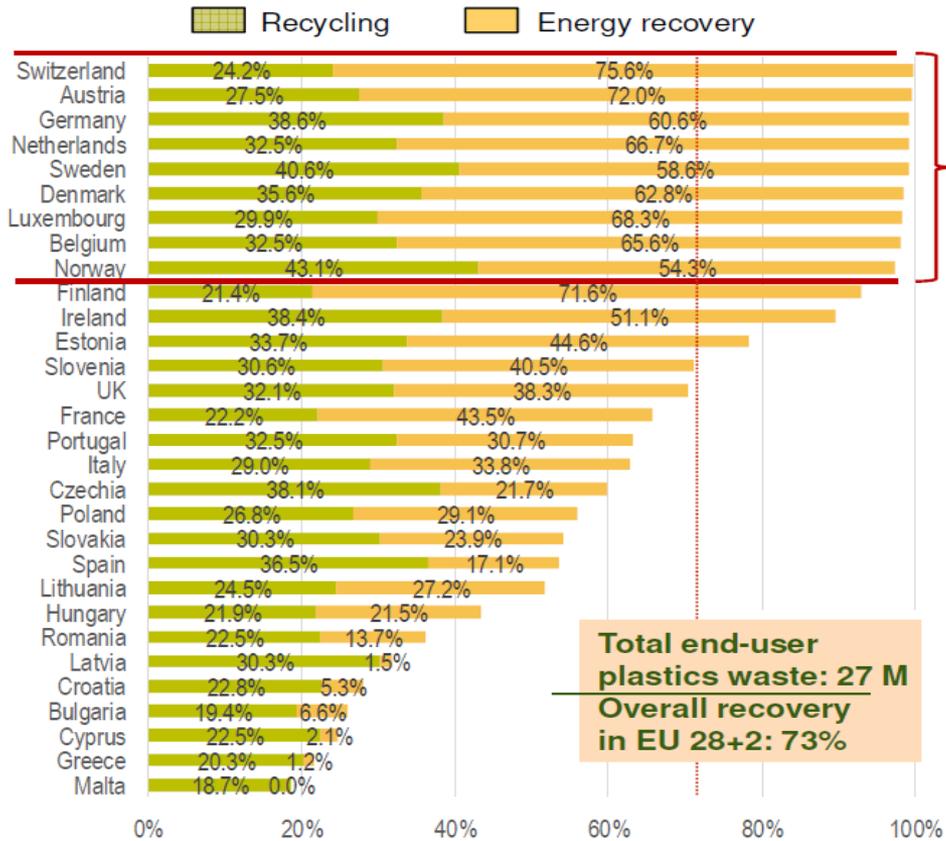


- Industry stakeholders involved in **implementation** of policies on packaging and product waste
- Product design and disposal/recycling at the **top decider level (cost item!)**, sharpened awareness for the actual cost of end-of-life management among producers



- Implementation of legislation is **widely different** in EU member states, due to – up to now - flexible EU legislation and strong local influence on national policy.
- Discussion over **marine litter, plastic waste** – call to action!

Treatment of plastic waste



Outlook:

- **Landfill restrictions** on recyclables boost recycling rates
- **Recycling and energy recovery** will both fill the gap
- **Capacity building** – internal market rather than national?

EU Circular Economy Package:

- › **Accelerate** the move towards more circularity
- › **strengthen** the concept of EPR as a policy tool
- › **harmonize** the legislative framework among member states



New Targets in the CEP

Commission proposal	Currently	2025	2030
Preparing for re-use and recycling of municipal waste	50%	60%	65%
Packaging waste will be prepared for reuse and recycled	50%	65%	75%
Preparing for re-use and the recycling of plastic	22,5%	50%	55 %

A ban on landfilling of separately collected waste

Member States	EPR Systems	EPR fees
<p>Clear definition of roles and responsibilities</p>	<p>Defined coverage: geographical, product and material</p>	<p>Cover entire cost of waste management, including:</p>
<p>Measurable waste management targets</p> <p>Reporting system– market volume, collection and treatment</p> <p>Stakeholder dialogue platforms</p>	<p>Public information on:</p> <ul style="list-style-type: none"> • ownership and membership; • the financial contributions paid by the producers • the selection procedure for operators (call for tender rules) <p>As far as compatible with anti-trust rules</p>	<ul style="list-style-type: none"> – costs of separate collection, sorting and treatment operations required to meet targets minus revenues from marketing the collected materials; – costs of providing adequate (consumer) information – costs of data gathering and reporting
<p>Equal treatment and non-discrimination between producers of products, also for SME</p>	<p>Self-control mechanism for financing and data quality, independent audits</p>	<p>Eco modulated (recyclability, reusability)</p>
<p>Require information of the public: waste collection, littering prevention</p>	<p>Operational and financial means to meet obligations;</p>	<p>If local authorities provide services, only optimised costs paid by industry</p>

Applause!

- ambitious recycling **targets**
- Harmonized **methodologies** for statistics and definitions
- Minimum **requirements** for EPR systems on coverage, governance
- Giving a **value** to materials, e.g. plastics
- End-of-pipe to **eco-design**

Scepticism...

- Clear guidance on **quality** controls and **performance** transparency?
- Credible **enforcement** and sanctions?
- Allocation of (cost) **responsibilities** – municipalities v. industry?
- Correct **incentives**?
- **Single use plastics** – populism or policy?

EPR policy can move the circular economy forward!



- **planning security** for needed investments, not short term actionism
- **legislation** which is enforced and sanctioned, with credible “carrot and whip” mechanisms to encourage and correct national initiatives or lack thereof
- **support market developments** in alignment with policy goals: funding of recycling over incineration, develop markets for recycled materials, etc.

- Extended **PRODUCER** Responsibility – **requires attention from producers**
- **Influence and shape policy** in a transparent and effective manner
- **Engagement by industry** has to be re-kindled – (higher cost -> more relevance)
- **“Taxation with representation”**
- **Preserve and develop internal market** – no European patchwork with trade barriers!
- **Alternatives** not as performant - packaging taxes, compulsory deposits, packaging bans, strict prescriptions on design...

Say YES and honor Extended Producer RESPONSIBILITY!

Thank you for your attention!



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