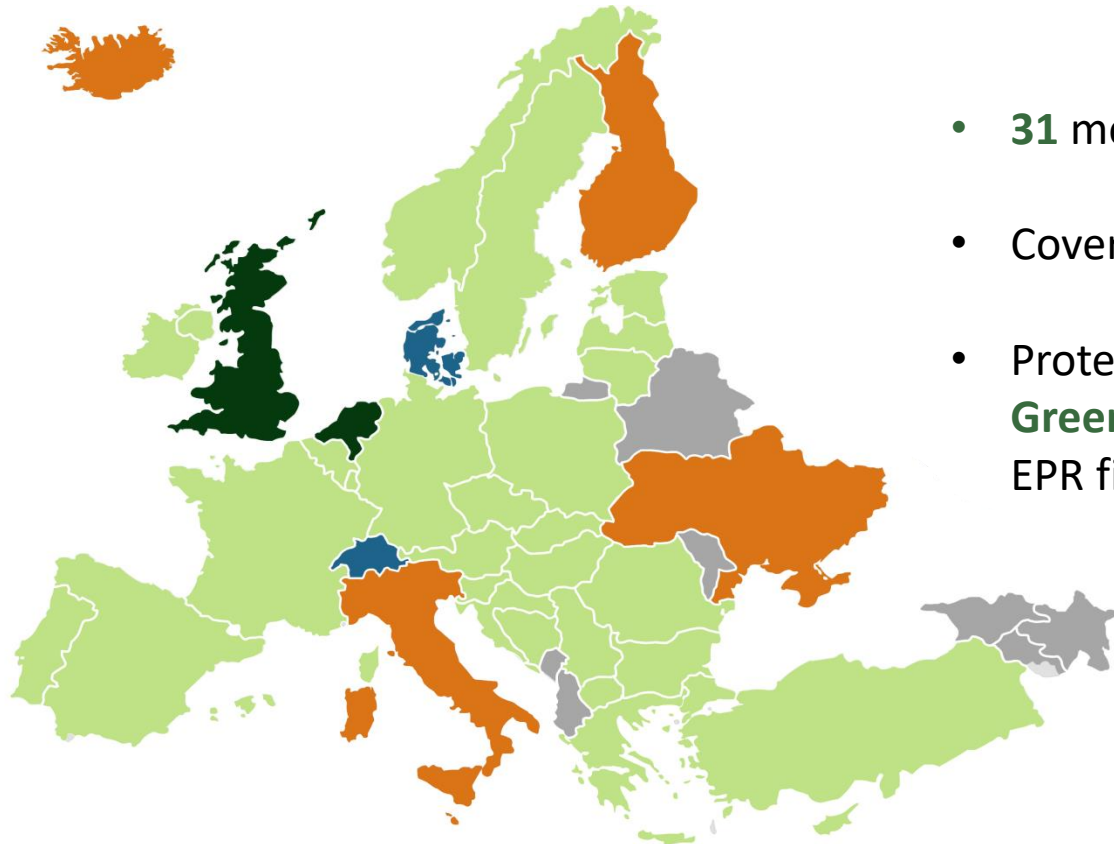




**PRO Europe**  
Packaging Recovery Organisation Europe

# 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



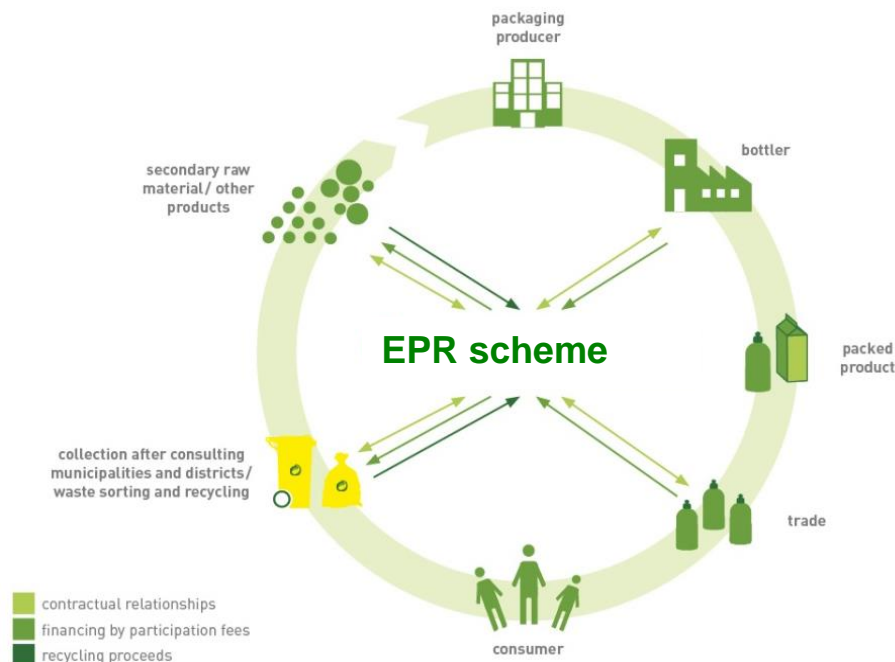
“an environmental policy approach in which a **producer’s responsibility for a product is extended to the post-consumer stage of a product’s life cycle**. Characterised by:

- 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**

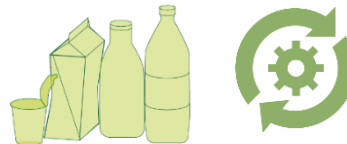


source: Duales System Deutschland GmbH, status: May 2009

- **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

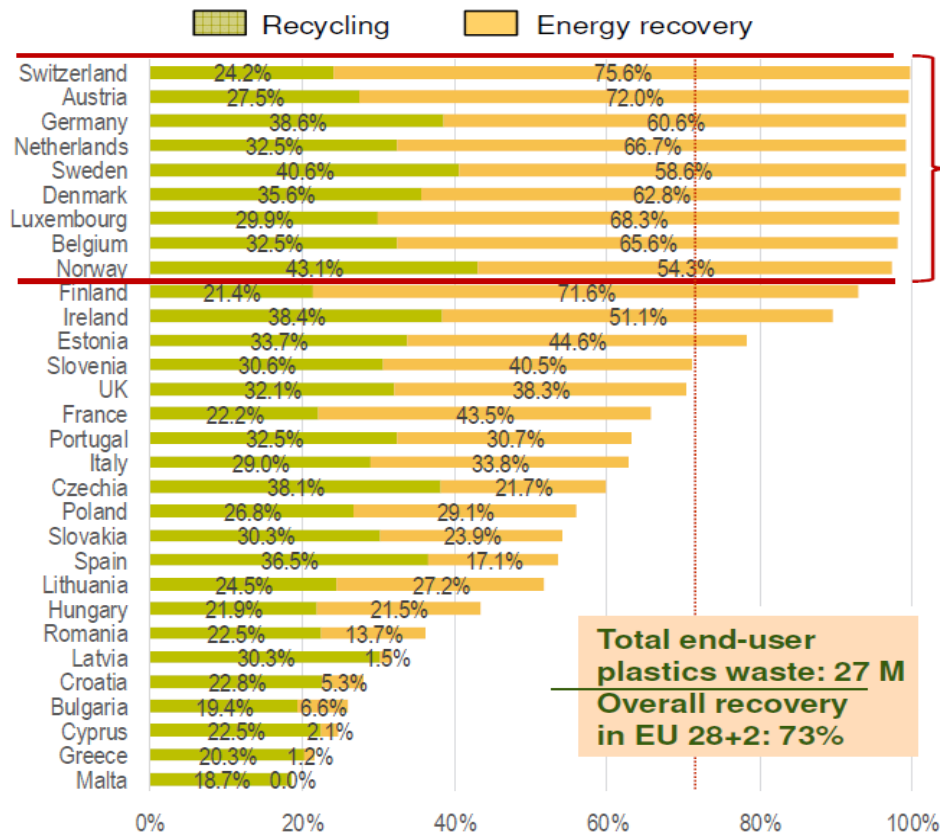


- Industry stakeholders involved in **implementation** of policies on packaging and product waste
- Product design and disposal/recycling at the **top decider level (cost item!)**, sharpened awareness for the actual cost of end-of-life management among producers



- 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			

# EPR Requirements

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

## 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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