



EUROPEN

The European Organization for Packaging and the Environment

Review of the EU Packaging and Packaging Waste Directive

Views from the packaging supply chain



Seminar Environment Committee, Czech Parliament
10 April 2014

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EUROPEN Managing Director*



I. WHAT IS EUROPEN?

ΕΥΡΩΠΕΝΣ



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EUROPEN – FACTS AND FIGURES

1993 **Founded**

47 **Corporate Members**

5 **National Organisations**

EUROPEN MEMBERS ARE...



CICPEN, Bihpak, Miljöpack, ARAM, RusPEC

EUROPEN CORPORATE MEMBERS



EUROPEN GOALS

Improve the environmental performance of packaging and packaged products based on life-cycle thinking

Secure the free flow of packaging and packaged goods throughout Europe

Promote harmonised European & national packaging and packaging waste regulations



II. EUROPEAN VISION ON PACKAGING

PACKAGING









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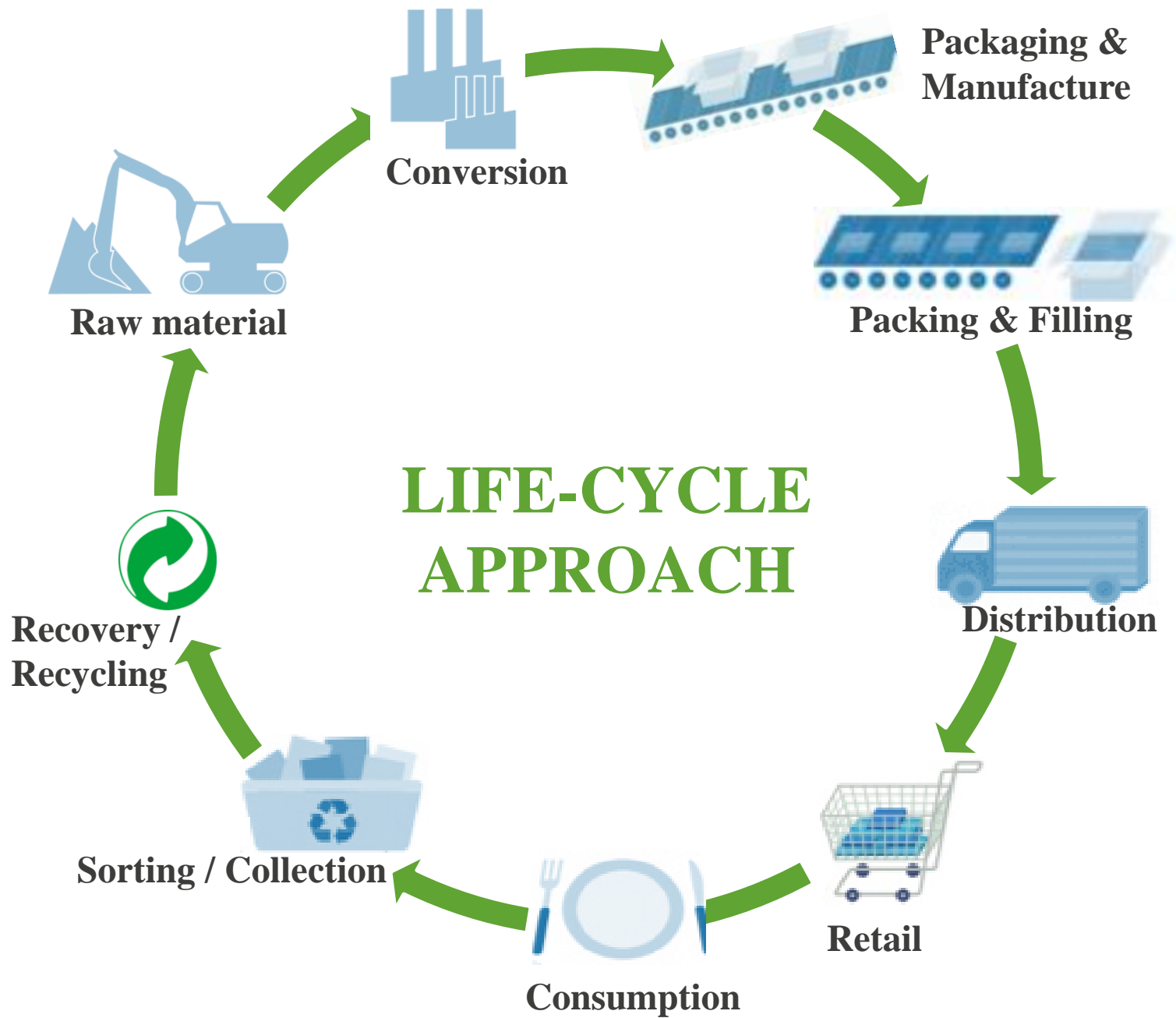


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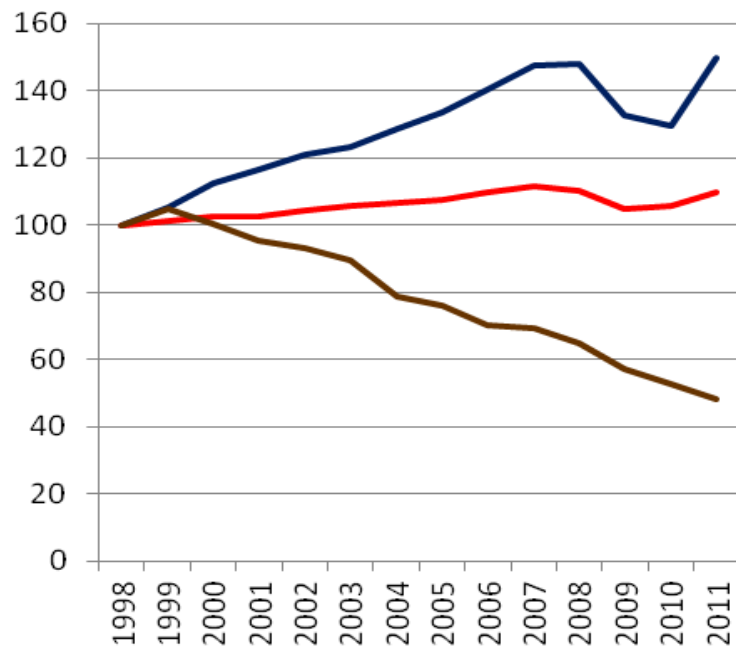


PACKAGING IS...

-  **Designed holistically, with the product, in order to minimise the environmental impact of both**
-  **Made from responsibly resourced materials**
-  **Designed to be effective and safe throughout its life cycle**
-  **Meet market criteria for performance and cost**
-  **Meet consumer choice and expectations**
-  **Recovered/recycled efficiently after use wherever possible**

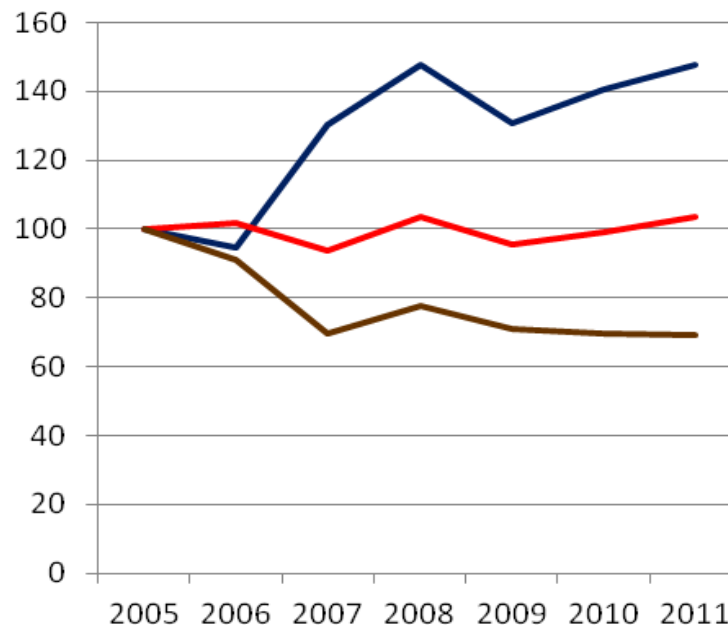


PACKAGING CONSUMPTION AND PACKAGING WASTE DISPOSAL DECOUPLING FROM ECONOMIC GROWTH*



EU-15

- GDP (EUR bn, current market prices)
- Non-wood packaging consumption ('000 tonnes)
- Non-wood packaging disposal ('000 tonnes)



EU-12

- GDP (EUR bn, current market prices)
- Non-wood packaging consumption ('000 tonnes)
- Non-wood packaging disposal ('000 tonnes)

* Indexed trends in GDP, packaging consumption and packaging disposal

Source: EUROPEN analysis on Packaging & Packaging Waste Statistics, 1998-2011, based on EUROSTAT data



III.
EU Waste Legislation
Review
EUROPEN views



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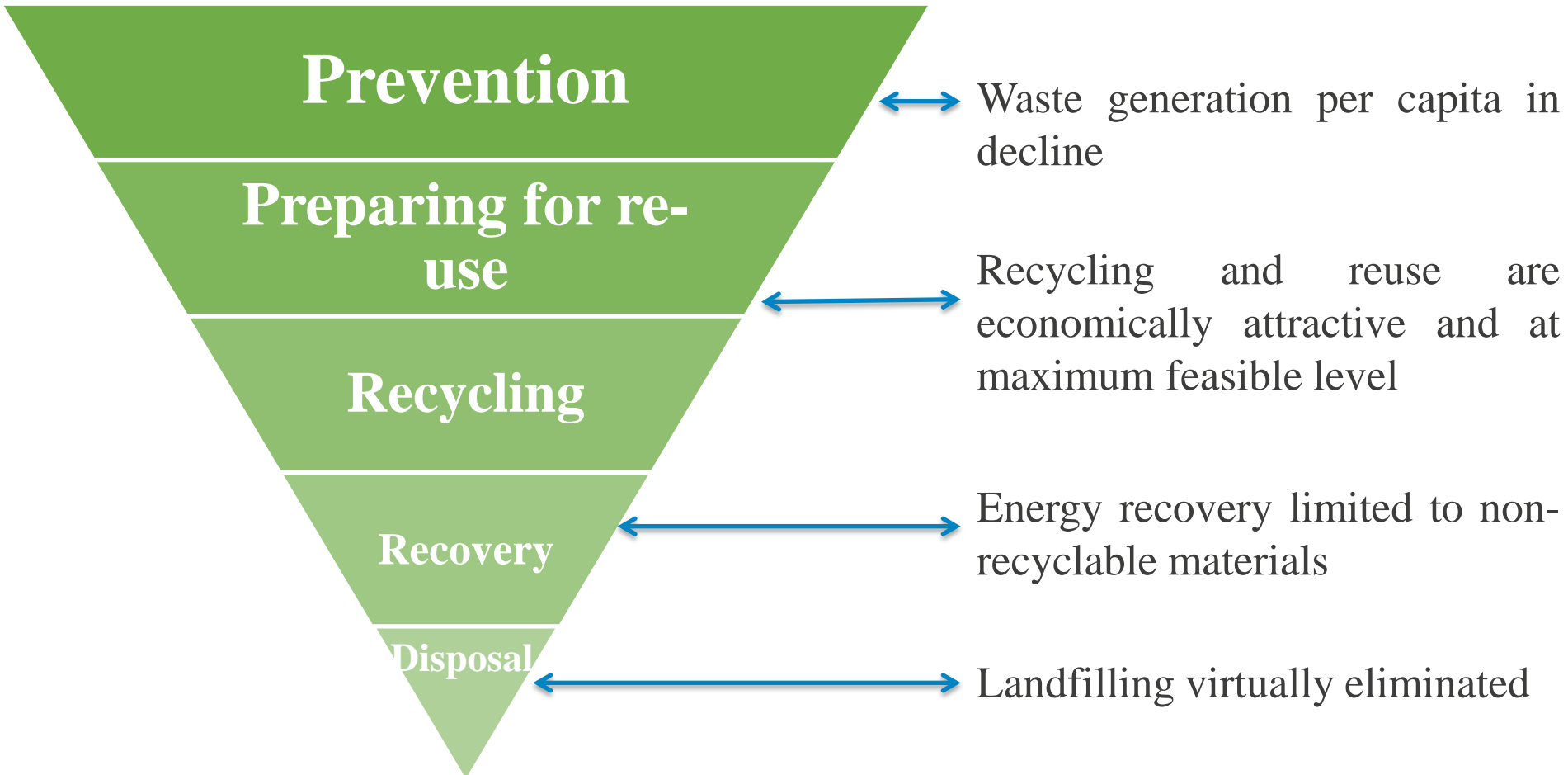


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SETTING THE EU POLICY CONTEXT

Resource Efficiency Roadmap - EU 2020 aspirational objectives

EU waste management hierarchy



2014 EU WASTE LEGISLATION REVIEW TOWARDS RESOURCE EFFICIENCY OBJECTIVES

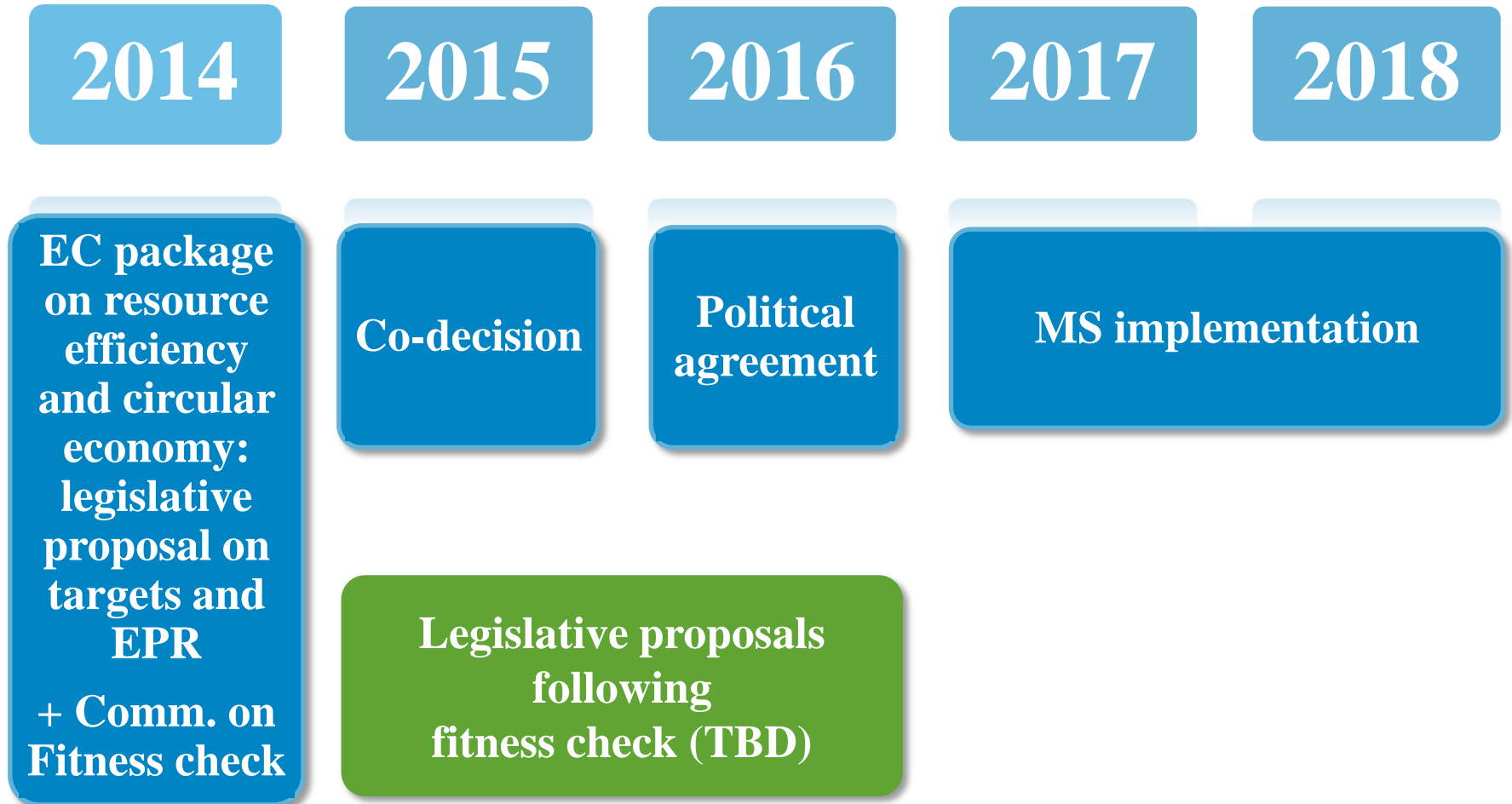


Planned Steps

- I. Review of EU Waste Targets
- II. Ex-post evaluation (fitness check)
- III. Green paper on plastic waste



2014 REVIEW - HIGH-LEVEL TIMELINE (PROVISIONAL)





1. Review packaging targets *A closer look*



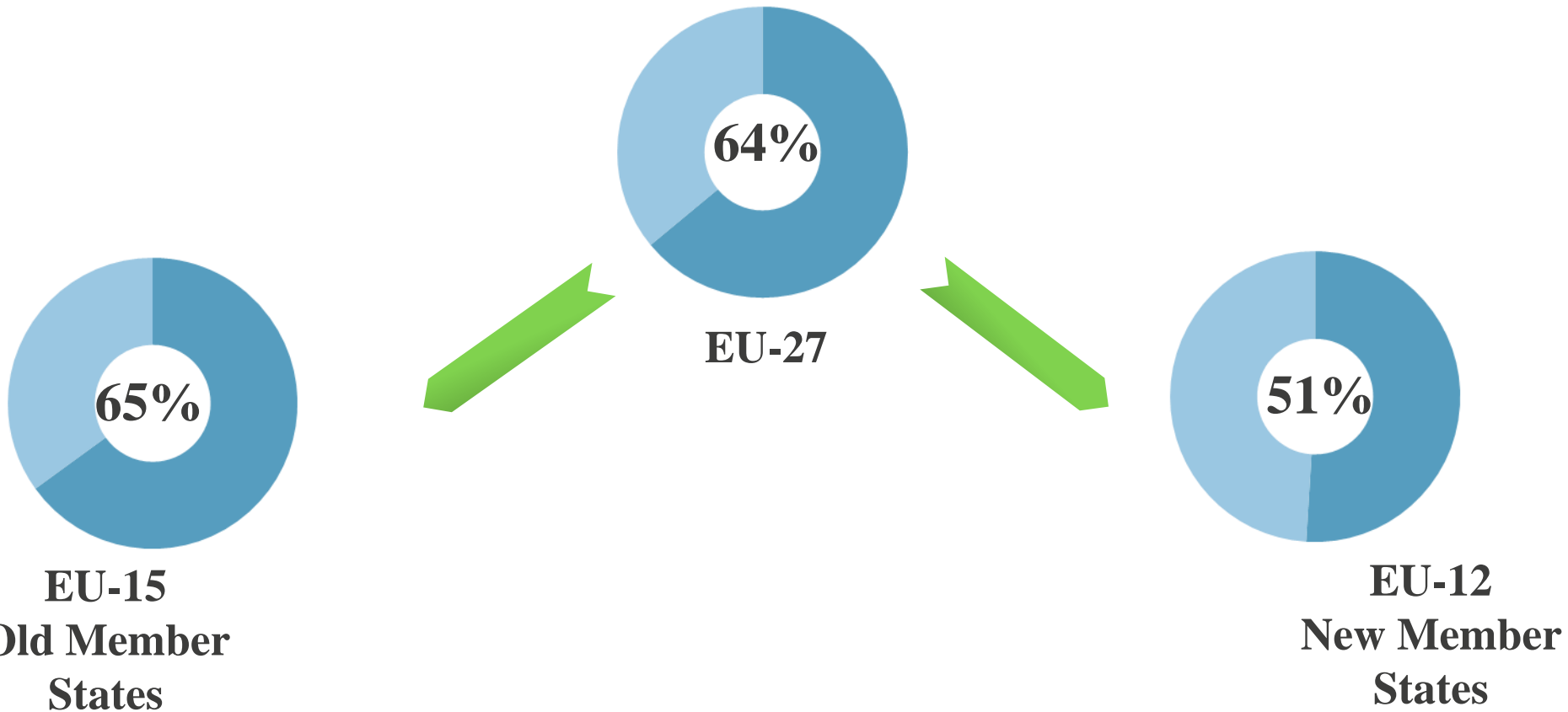
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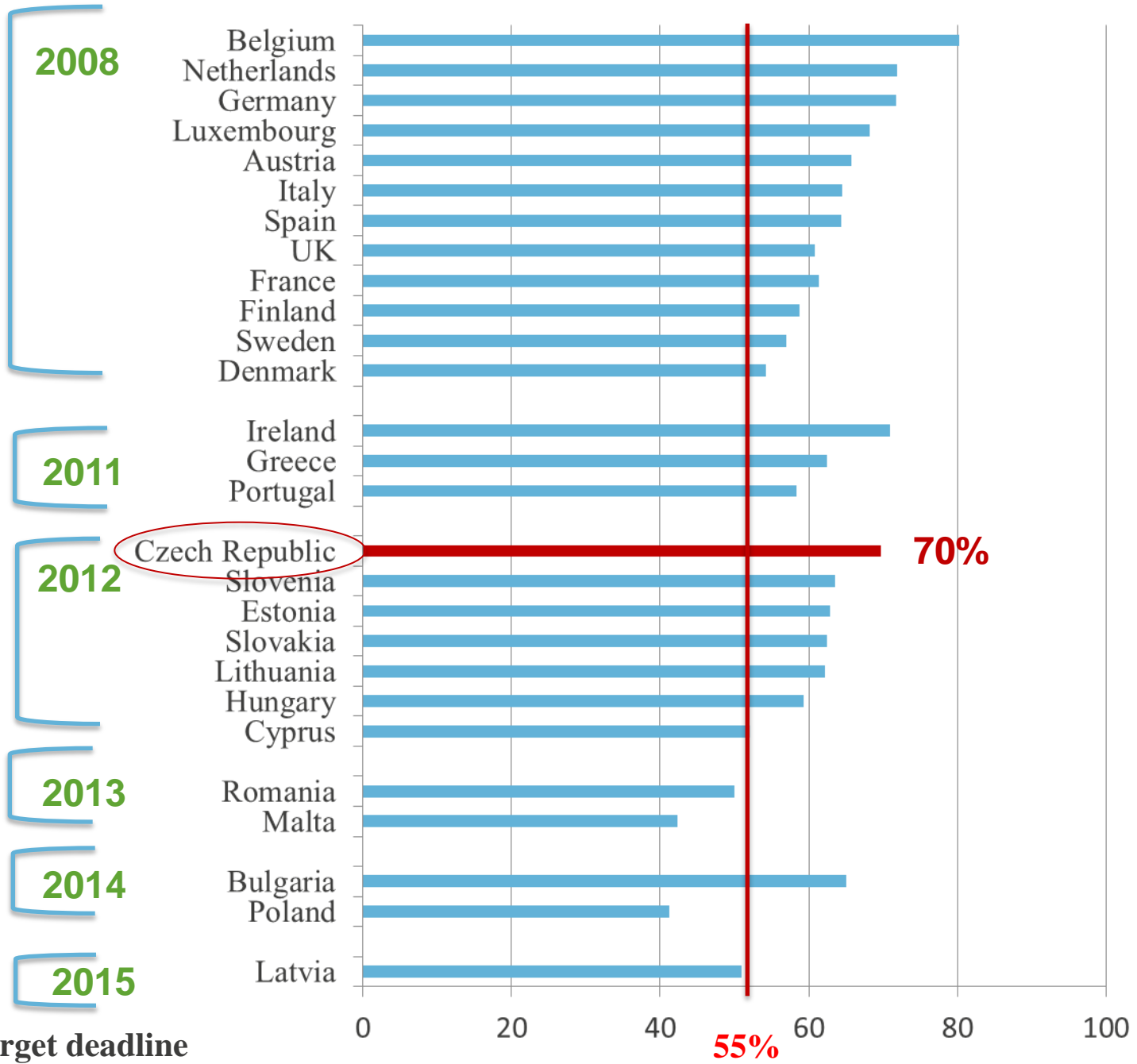
CURRENT recycling rate all packaging

Various performances between Member States in meeting EU recycling targets



Source: EUROSTAT data

Member States 2011 performance against 55% recycling target in PPWD



Source: EUROSTAT data Target deadline

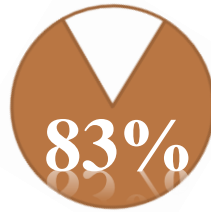
Current targets in PPWD

Currently achieved rates

Consultation results



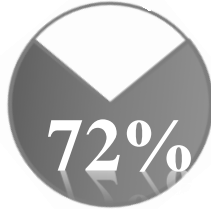
Paper & Cardboard 60%



75%



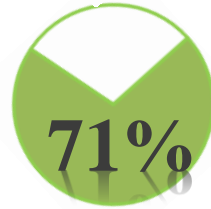
Metal 50%



75%



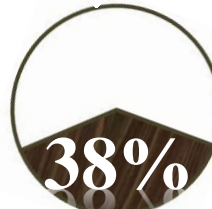
Glass 60%



80%



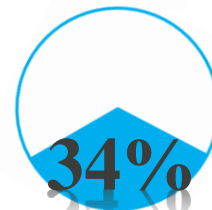
Wood 15%



60%



Plastic 22,5%



60%

THE EU WASTE ACQUIS IMPLEMENTATION IN THE CZECH REPUBLIC

2012

Deadline to meet the PPWD recycling and recovery targets

70%

Packaging recycling rate in 2011

75%

Packaging recovery rate in 2011

Current recycling rates

74%

Glass

68%

Metal

57%

Plastic

91%

Paper
&
board

28%

Wood

EUROPEN ANALYSIS ON PPWD STATISTICS 1998-2011

Free copy available on EUROPEN
website

www.europen-packaging.eu



EUROPEN VIEWS ON TARGETS REVIEW

- **The PPWD - appropriate and effective legislative framework for driving the recovery/recycling of all packaging waste**
- **Maintain recovery and recycling targets for packaging waste in the PPWD**
- **Ensure full implementation and enforcement of the PPWD and WFD in MS**
- **Harmonise rules for calculating & reporting packaging recycling & recovery rates**

EUROPEN VIEWS ON TARGETS REVIEW

- **Clarify and harmonise definitions of key terms in both the WFD and the PPWD**
- **Set targets that are achievable, realistic and take into account different MS performances, capacities and timelines**
- **Introduce requirements for post-consumer packaging collection in the PPWD**
- **Additional quantified packaging waste prevention/ reuse targets not appropriate**



2. EPR for packaging waste

Part of the targets review



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EPR AS PART OF THE TARGETS REVIEW

Extended Producer Responsibility (EPR)

Policy approach which obliges producers to take some or all responsibility for its products and/or packaging during its life-cycle, including the post-consumer phase

Adopted OECD definition by EUROOPEN



EPR AS PART OF THE TARGETS REVIEW

DETAILED TIMELINE

2012

**Study
initiated**

2013

**Stakeholder
consultations
+
workshop**

2014

**Legislative
proposal /
guidance
on EPR**

May

2015-2016

**Possible co-
decision
procedure**

EPR AS PART OF THE EU TARGETS REVIEW

What responsibilities for the industry obliged under EPR?

- **Full/partial financial and operational responsibility for the separate collection, sorting and recycling/recovery of packaging waste**
- **Transpose legal obligations through EPR compliance schemes**
- **The obliged industry meets national targets in collaboration with municipalities and Member States**

Shared responsibility

- **Municipalities:** financial and operational responsibility for collection, treatment and disposal of municipal waste generated by consumers (in households) and for waste of similar origins
- **Waste management companies (including sorting plant operators):** develop their service portfolio for separate collection and sorting, work within a contractual frame and follow performance criteria stipulated in a contract.
- **Member States:** report results to the EU and enforce rules that secure fair competition among economic operators and EPR schemes/PROs.

EPR AS PART OF THE EU TARGETS REVIEW

EUROPEN recommendations

1

➔

2

➔

3



Introduce in the PPWD:

- **An EU harmonised definition for EPR**
- **A provision which requires MS to assign roles and responsibilities to public authorities (municipalities), waste management and obliged industry**
- **Flexibility for the obliged industry to choose how to comply with its legal obligations**
- **Set binding minimum requirements for all EPR schemes (for-profit/not-for-profit) in PPWD (i.e. transparency, scope, consumer info, monitoring, audits)**



3. Further changes to the PPWD?



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COMMISSION PROPOSAL ON PLASTIC BAGS

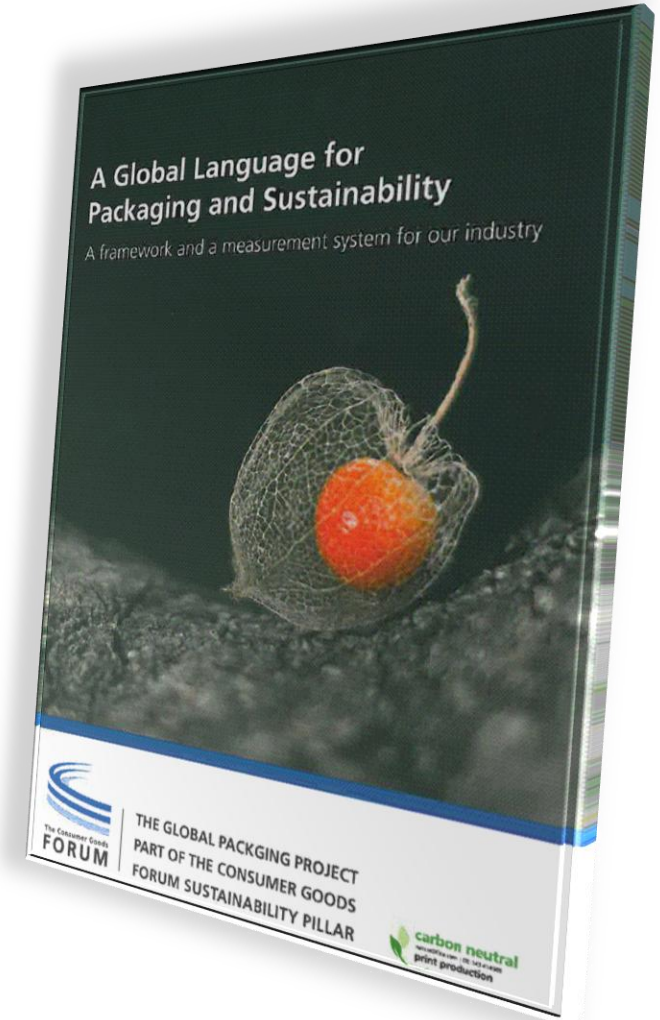


- European Parliament's draft report to amend PPWD to reduce consumption of plastic bags
- Derogation from Article 18 to allow Member States to enact unilateral marketing restrictions, including **bans**
- **EUROPEN** views:
 - Threat to the Internal Market & free movement of packaging and packaged goods
 - Would set a far-reaching precedent for all packaging materials and packaged goods
 - The PPWD not intended to address chemical-related issues (CMR/endocrine disrupter amendments)
- **EUROPEN** fosters voluntary agreements and other less burdensome alternatives readily conceivable

EXAMPLE OF INDUSTRY VOLUNTARY INITIATIVE

Global Protocol on Packaging & Sustainability (GPPS)

Packaging supply chain: over 30 years experience in LCA for packaging and packaged products



Beyond legal compliance: EUROOPEN Members' sustainability commitments

“Reduce by 25% the amount of material we use across all packaging formats by 2020”

(EUROOPEN member, brand owner)

“We have instituted a series of Chairman’s awards that recognise Economic, Environmental and Social sustainability performance. Awards have been made in all three regions (Europe, the Americas and Asia Pacific) for resource reductions including materials, energy, water and transport and for increases in recycling and reuse. Selection criteria include transferability and innovation.”

(EUROOPEN member, packaging manufacturer)

Beyond legal compliance: EUROOPEN Members' sustainability commitments

“Halve the disposal waste from our products and reduce the packaging weight by a third by 2020”

(EUROOPEN member, brand owner)

“We are also increasing our use of recycled packaging. In 2011, more than one third of packaging was made from recycled materials.”

(EUROOPEN member, brand owner)

“Our goal is to reach an overall 40% recycling worldwide (170 countries) by 2020”

(EUROOPEN member, packaging manufacturer)

CONCLUDING REMARKS

The PPWD - of key importance for EUROOPEN members:

- guarantees free movement of packaging and packaged products
 - increases environmental performance of packaged products
-

PPWD has been successful in driving recycling/recovery rates and diversion from landfill

Consider some changes in PPWD to adapt to current implementation challenges in MS

EUROOPEN sees the review of EU waste management targets as an opportunity to ensure the continued effectiveness of the PPWD in a changed regulatory and market setting to further deliver on the EU Resource Efficiency goals



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Thank you



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