

**2015 Conference on Canadian  
Stewardship and Recycling Council of  
Alberta Waste Reduction Conference**

**“Under the Big Top”**

**September 30 – October 2, 2015**

**Banff, Alberta, Canada**

Inspiring  
Packaging  
Recycling

**Europe on the way to a circular economy  
The role of EPR**

**Joachim QUODEN**

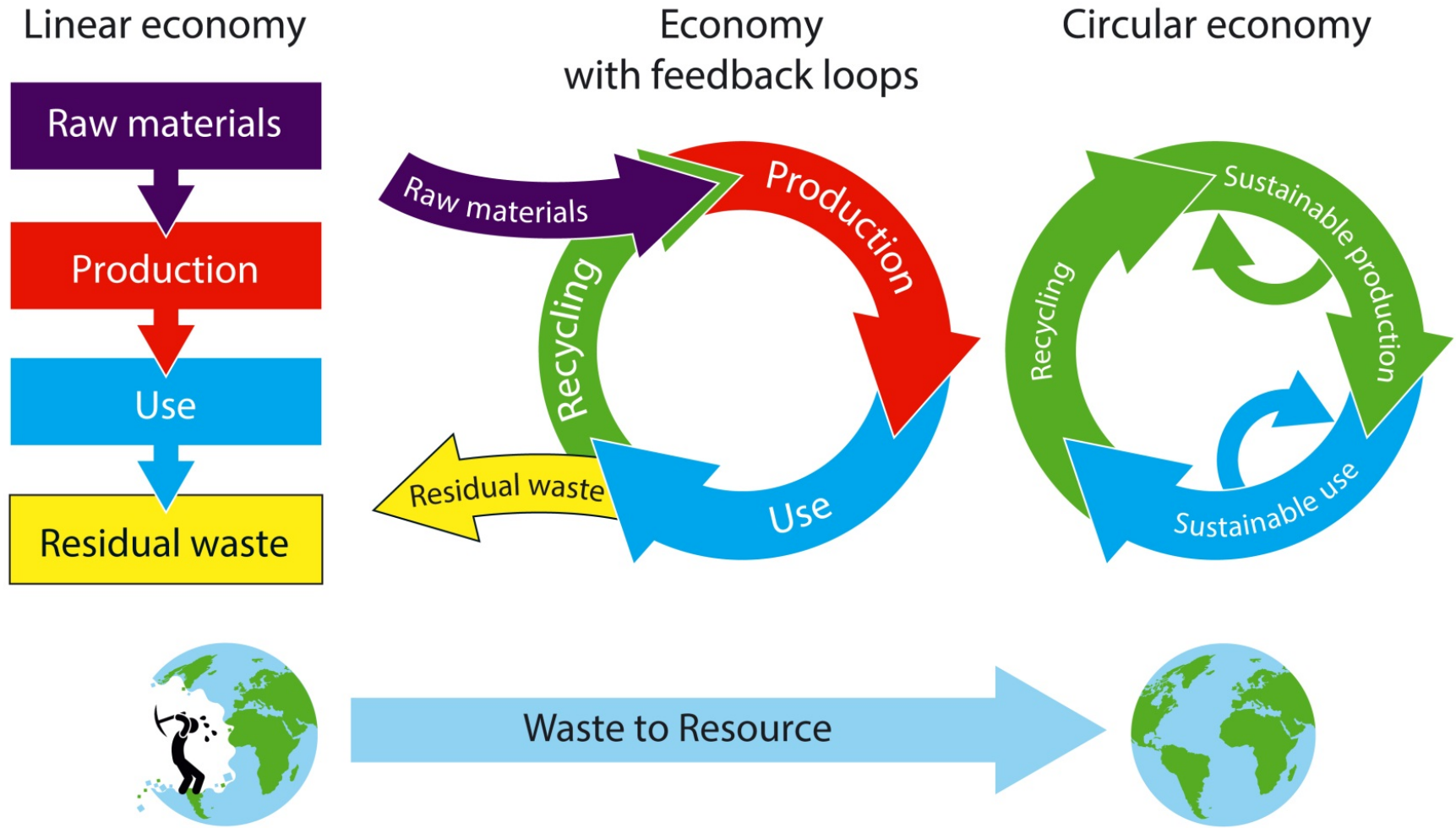
Managing Director of EXPRA



# About EXPRA

- Association of recovery and recycling systems (compliance schemes) for packaging waste, owned by obliged industry and working on non for profit basis;
- Strong focus on collection of packaging waste arising at municipal / household level and communication campaigns for separate collection;
- Currently, 23 members in 19 European countries (16 EU Member States) and in Israel and Quebec, Canada.
- Providing over 200 million people with infrastructure for collection & recycling of used packaging; recovering over 15 million tons of packaging per year.
- Working in close partnership with obliged companies and local authorities.

# The way forward – Circular Economy





RECYCLING









# EU 2050 vision

## EU's 7th Environmental Action Programme (2013)



Living well, within  
the limits of our planet

## 2050 vision:

**‘Our prosperity and healthy environment stem from an innovative, circular economy where nothing is wasted and where natural resources are managed in ways that enhance our society’s resilience.**

**Our low carbon growth has long been decoupled from resource use, setting the pace for a global sustainable economy.'**

## Overarching policy objectives on waste

## EU's 7th Environmental Action Programme (2013)



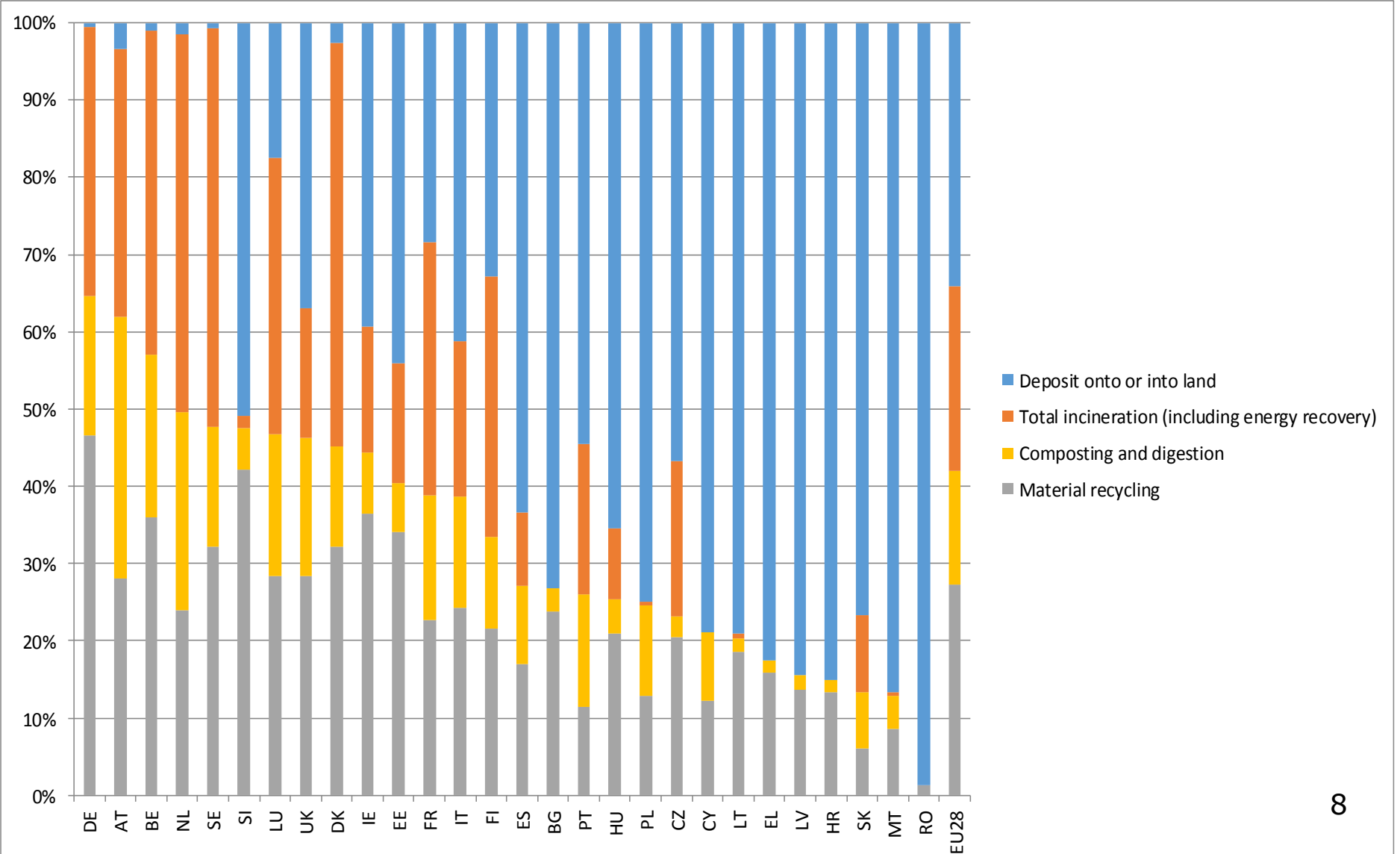
Living well, within  
the limits of our planet

## 2020 objectives:

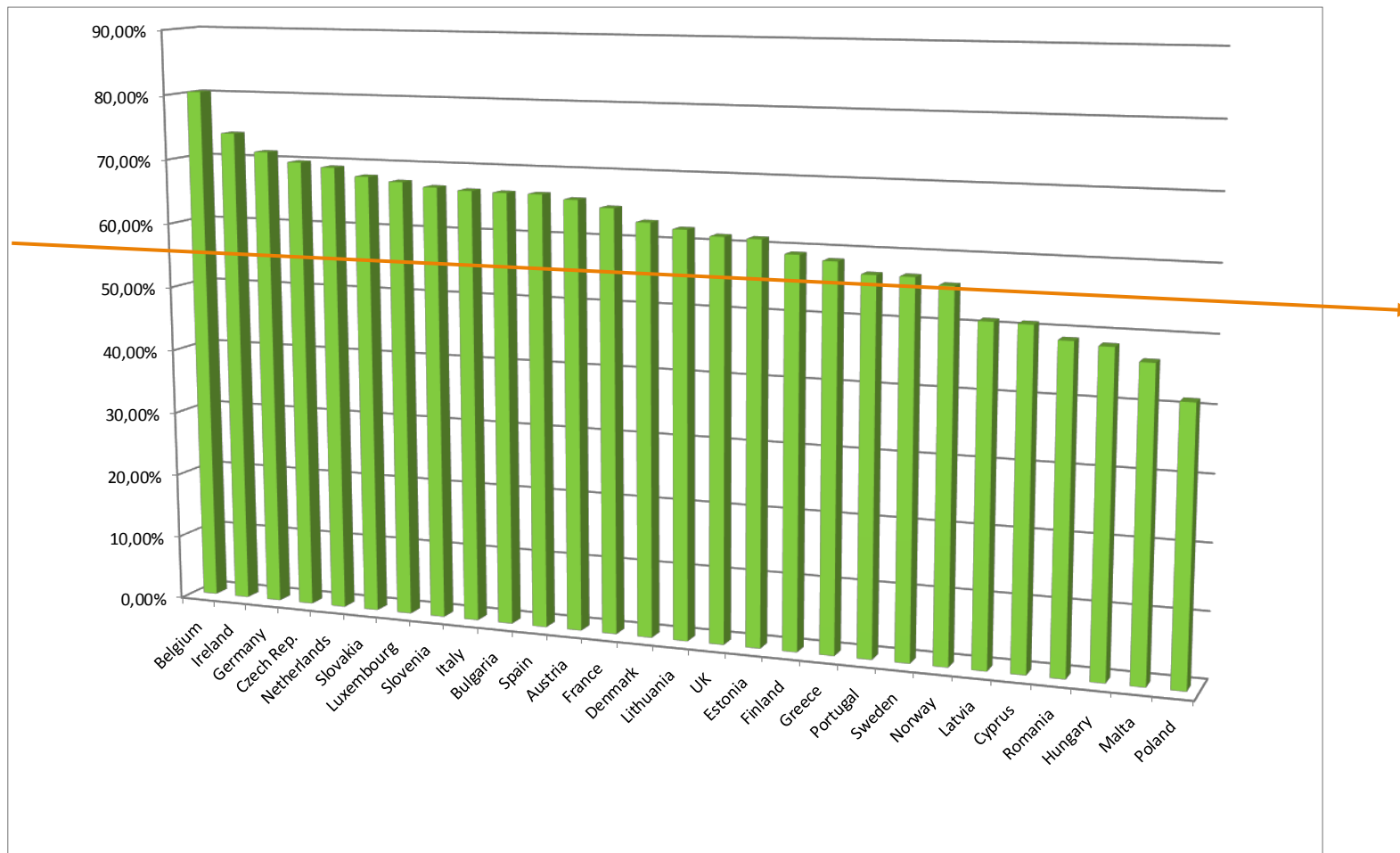
- **Full implementation of EU waste legislation**
- **Reduce per capita waste generation and waste generation in absolute terms.**
- **Limit energy recovery to non-recyclables**
- **Phasing out landfill of recyclable waste**
- **Ensuring high quality recycling**
- **Develop markets for secondary raw materials**
- **Good management of hazardous waste**



# Municipal Waste Management EU 2012



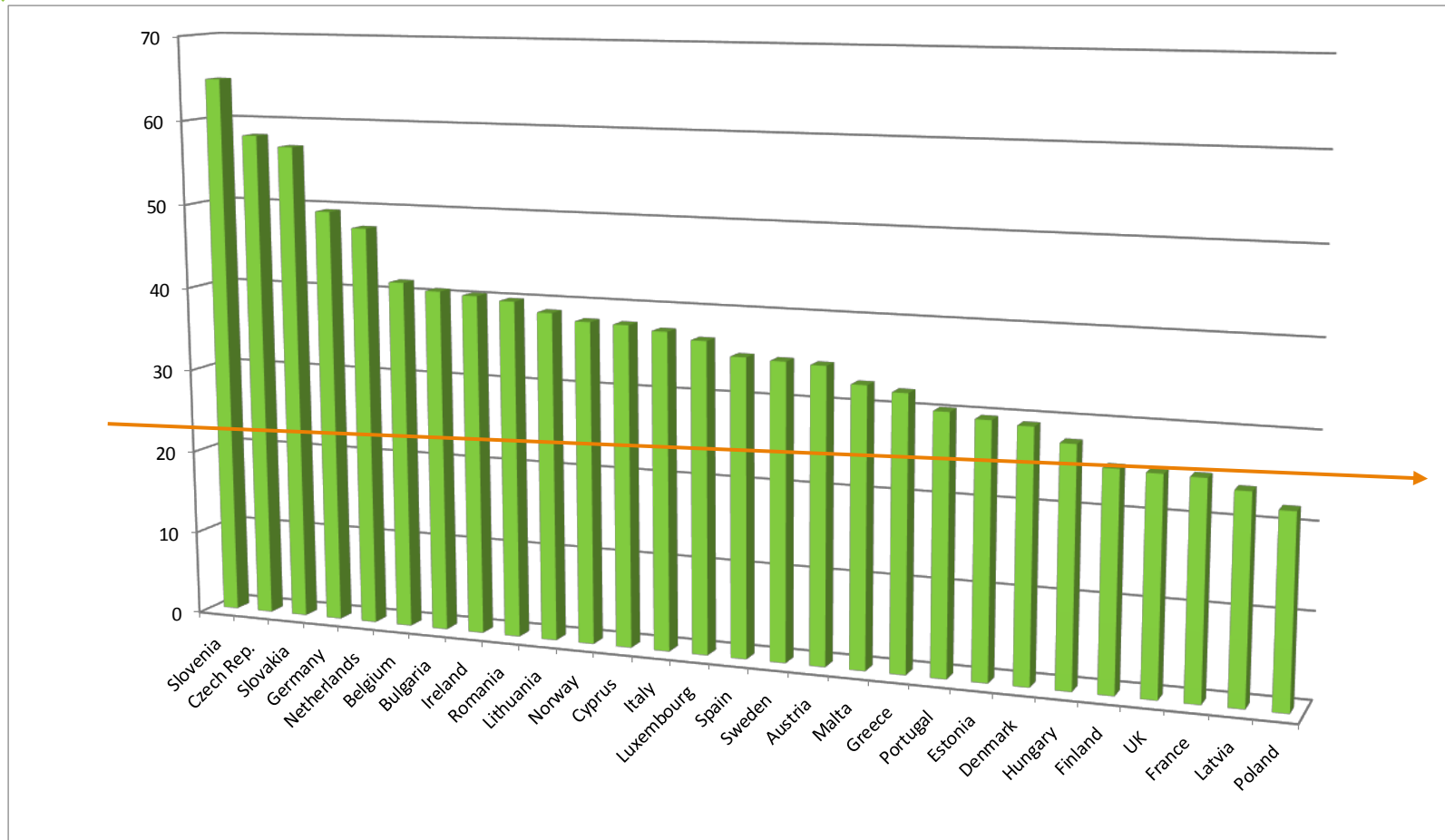
# Overall Recycling Quotas in 2012



Data from EUROSTAT  
Cyprus and Romania from 2011

# Plastic Recycling Quotas in 2012

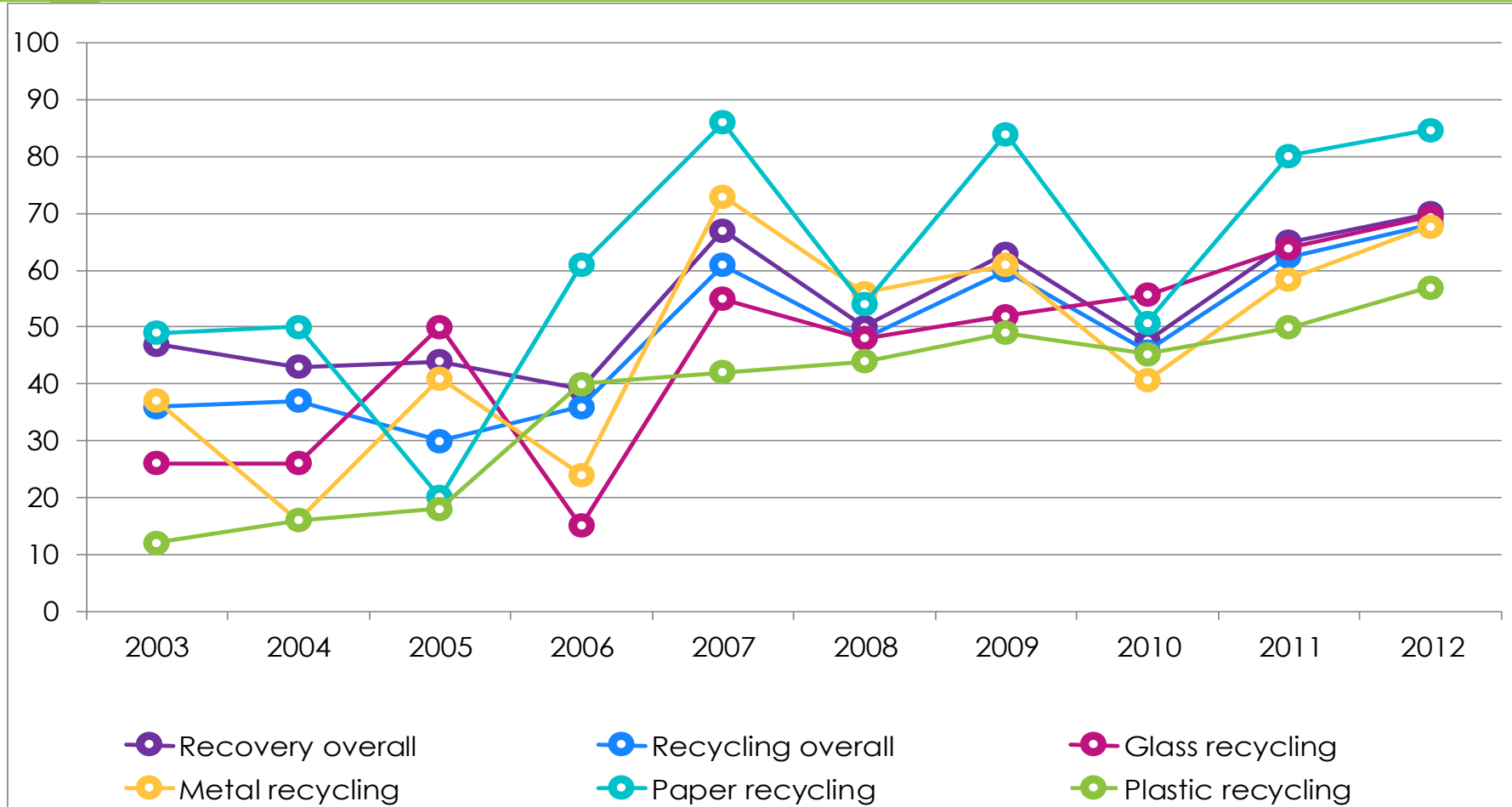
## Big differences in performance





# Are statistics reliable?

## Performance of 1 MS 2003 – 2012



# 2014 CEP Proposals for PPWD + WFD

## New Targets

- **70% Recycling for municipal waste** in 2030 (current target 50% in 2020)
- 80% Recycling for all packaging in 2030 (current target 55%)
- **60% recycling for plastic packaging** from 2025 (current target 22.5%)
- 90% for all other materials in 2025 resp 2030 (current targets 55% respective 60%)

Proposal was withdrawn in the beginning of 2015 and will be re-tabled „**with more ambition**“ in the end of 2015!

# Current Shortfalls

- Complicated legislation, combined with a lack of harmonization and enforcement
- Local policies within a EU-country not always in line with EU-goals. Moreover, in several countries waste legislation is regionalized, which lead to different transpositions and interpretations of EU-legislation
- Landfill costs do not reflect the real costs and cheap landfilling attracts waste that could be recycled
- Overcapacity of energy recovery in some countries



# How to increase recycling in a efficient way?

- Full implementation and enforcement of existing legislation
- Harmonization of definitions, calculation methods, reporting (to have an idea about the real performance of all Member States)
- Intelligent use of economic instruments (e.g. **EPR**, PAYT, Landfill taxes, Standards and Certification)
- Using the benefits of the internal EU market
- Long term, feasible but ambitious targets
- **Use of best practices**





## **Best practices in EPR**





# EPR helps to reach circular economy

## Packaging cycle



Contract agreements



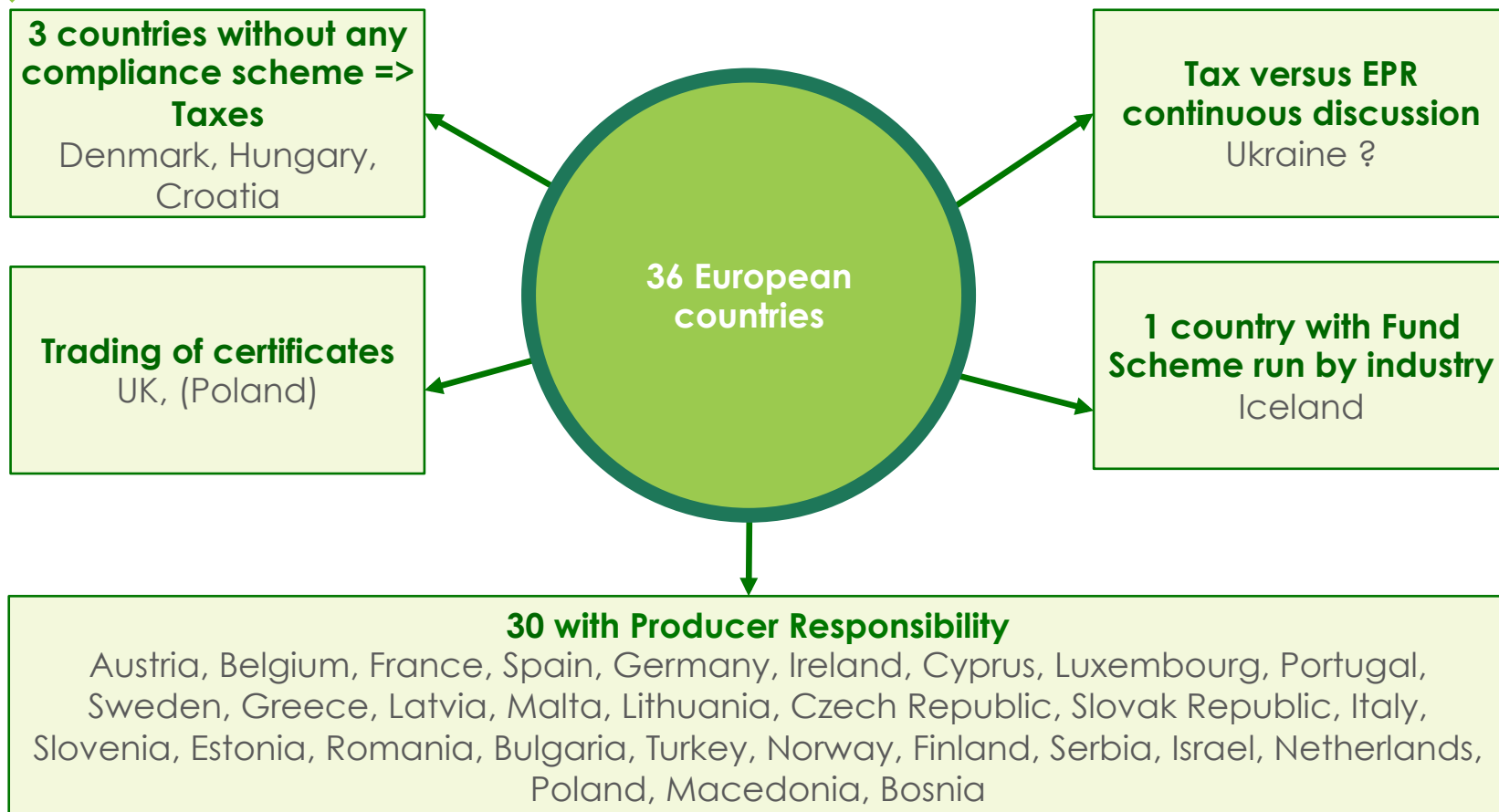
Financed by fees



Extended  
Producer  
Responsibility  
Alliance



# Implementation of the Packaging Directive in Europe



# EPR - several ways of implementation

## **EPR System in hands of obliged industry**

(BE, ES, IT, NL, NO, CZ, FR, IE, PT)

## **Competing PROs**

(DE, PL, RO, BG)

## **'Tradable Credits' Model with several traders**

(UK)

## **Several PRO's sharing infrastructure**

(DE, AT)

## **PROs acting in different areas**

(RO, BG)

## **PROs have established parallel infrastructure**

(EE)

## **Operational responsibility fully with local authorities**

(FR, NL, CZ)

## **Collection and sorting with local authorities**

(BE, ES, IT)

## **EPR system in parallel to a deposit system**

(DE, NO, SE, FI, EE)

## **One comprehensive system for all (household) packaging**

(e.g. BE, FR, ES, IT)

## **Household & ICI Packaging treated differently**

(DE, FR, BE, ES)

## **Same rules for all packaging**

(e.g. IT, CZ, SK, RO)

## **Full cost approach**

(e.g. DE, AT, BE, SE)

## **Shared cost approach**

(e.g. IT, ES, FR)

## **Incentive cost approach**

(UK)

## **No operational responsibility for local authorities**

(e.g. DE, AT, SE)

# EPR – Questions to be answered!

- Is **EPR** a principle or a commodity? Can industry outsource their responsibility? Is it a public service or just like any other business?
- Which level of **transparency** do we want within our EPR systems? Should fees be public? Should we know how much and where the packaging is recycled?
- Should the costs be reflected in the fees? Meaning same packaging pay the same **fee**? Or should it depend on the size of a company?
- Where is **competition** necessary and useful?
- Which kind of **collection infrastructure** do we want for all our inhabitants?

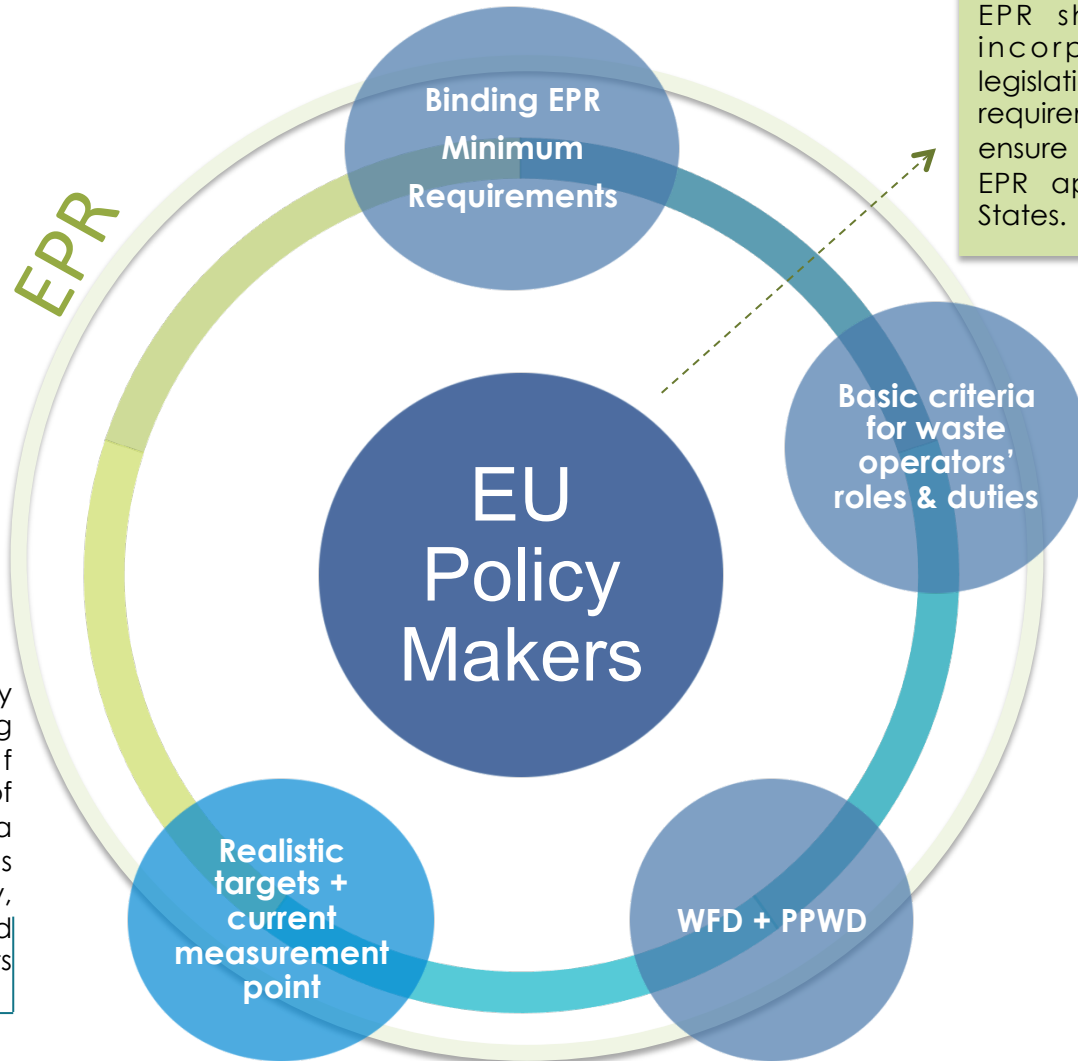
# EXPRA recommendations for EPR:

1. EPR coordinated by obliged industry – avoiding vertical integration and conflict of interests;
2. Financial Responsibility in line with the costs falling under remit and influence;
3. Statistics are based on reliable data and harmonized calculation and reporting;
4. Targets are based on the current real situation in all MS, yet ambitious;
5. Measurement point for recycling stays with “input into recycling”;

# How EU leadership can make a difference

New waste management targets and deadlines need to be realistic and justifiable from both an economic and environmental perspective. EXPRA's own research concludes that it is feasible to determine optimum and maximum levels for recycling.

EXPRA's feasibility study demonstrates that shifting the measurement of recycling to the output of the recycler will lead to a series of constraints (complexity of traceability, lower quality recycling and a drastic increase of costs across the system).



EPR should be appropriately incorporated into EU waste legislation through binding minimum requirements that can effectively ensure transparent and streamlined EPR application across Member States.

EPR minimum requirements should spell out clear roles and responsibilities of all actors involved in the waste management value chain in a bid to avoid overlaps, inefficiencies and conflicts of interest across differing EPR models.

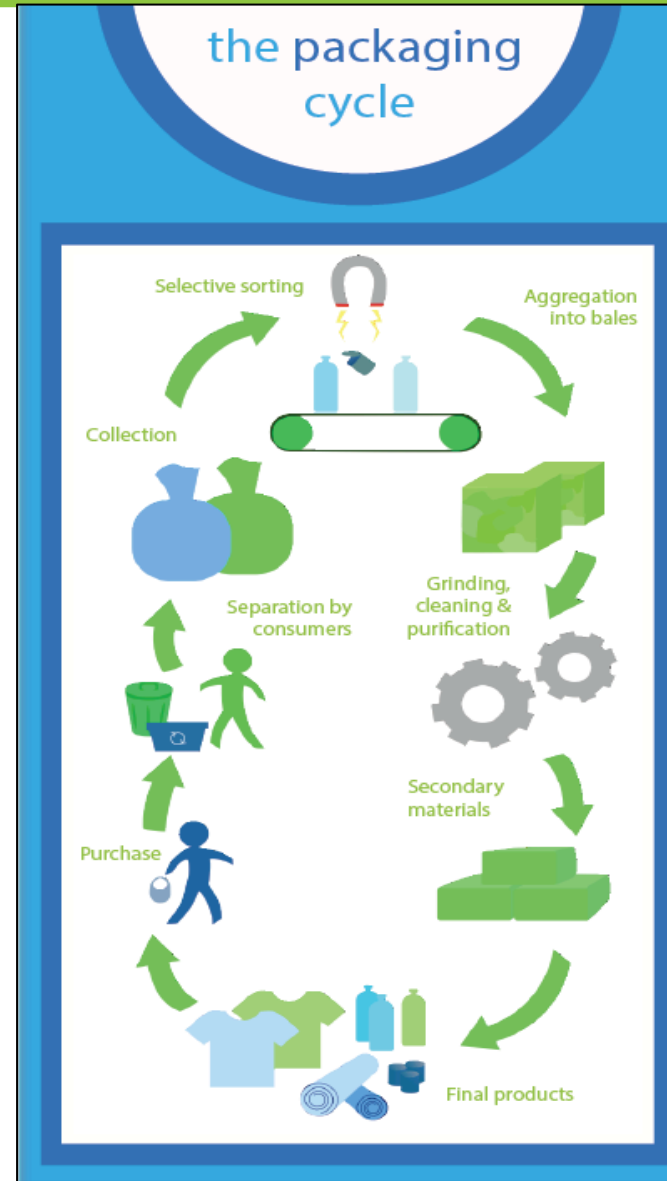


# Contact

Joachim Quoden  
Managing Director

EXPRA aisbl  
2 Avenue des Olympiades  
1140 Brussels – Evere  
Belgium

[joachim.quoden@expira.eu](mailto:joachim.quoden@expira.eu)



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

- Profession: Independent Lawyer since 1995
- 10/92 – 01/93: German Ministry of Environment
- 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

- **05/13 - ...:** **Managing Director of EXPRA**
- 10/13 - .... Chair of ISWA WG Governance & Legal Issues
- 04/14 - .... Member of the Global PSC Advisory Council
- 04/15 - Member of the PSI Advisory Panel



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# Our Members

**EEQ**

*Canada*

**Fost Plus**

*Belgium*

**Eco  
Embes**  
*Spain*

**CONAI**  
*Italy*

**Nedvang**  
*Netherlands*

**Valorlux**  
*Luxembourg*

**Eco Rom**  
*Romania*

**Eco Pack**  
*Bulgaria*

**Envipak**  
*Slovakia*

**Green-  
pak**  
*Malta*

**Green Dot**  
*Cyprus*

**CEVKO**  
*Turkey*

**Green Dot**  
*Norway*

**TMIR**  
*Israel*

**PAKOMAK**  
*Macedonia*

**Öko  
Pannon**  
*Hungary*

**Herrco**  
*Greece*

**EKO KOM**  
*Czech  
Republic*

**PYR**  
*Finland*

**Ecovidrio**  
*Spain*

**FTI**  
*Sweden*

**ETO**  
*Estonia*

**VALIPAC**  
*Belgium*



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# 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

# Our EXPRA Beliefs for EPR Best Practices -1-

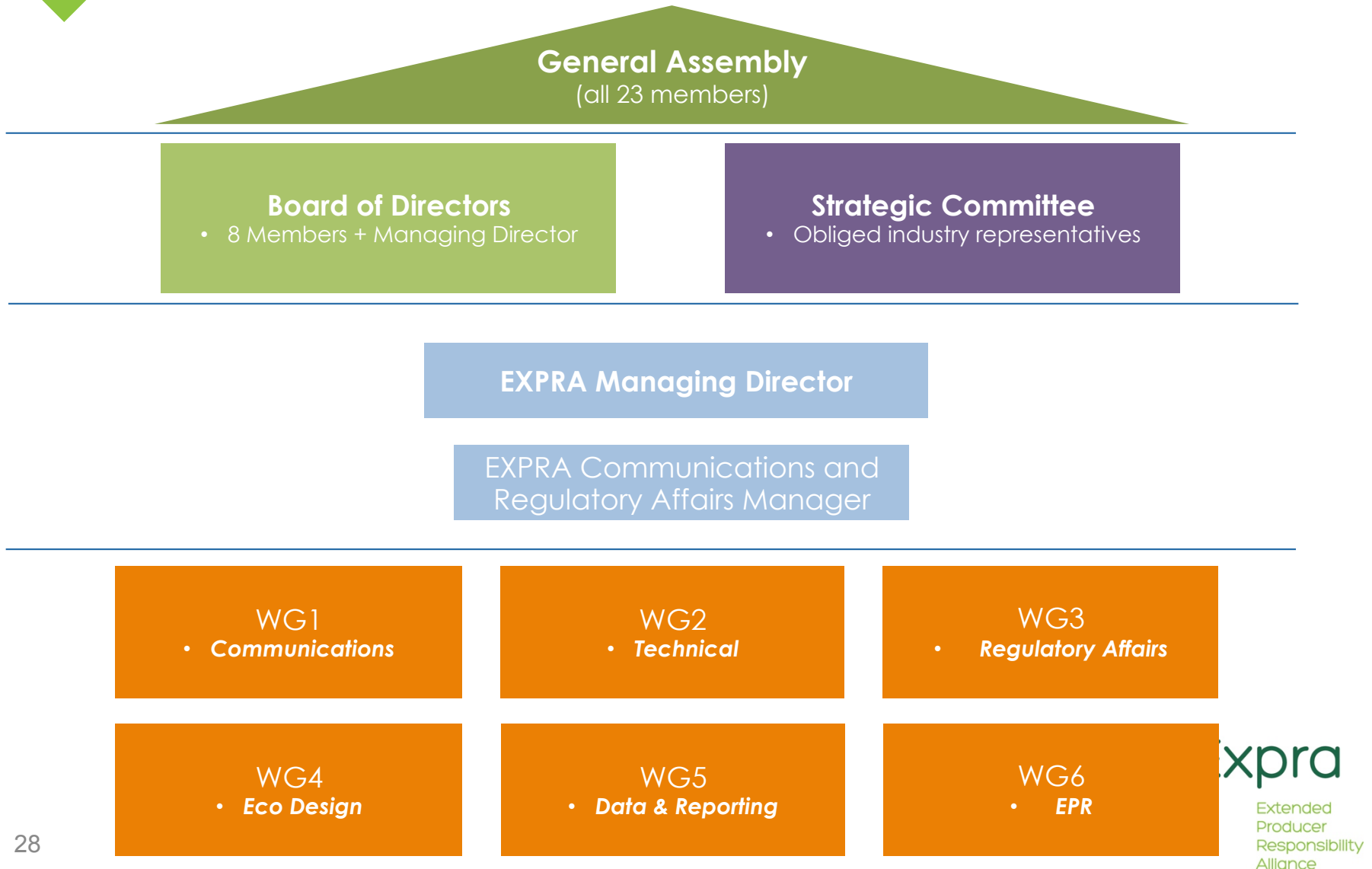
- EPR is **not a stand-alone solution** but needs a comprehensive + integrated waste management approach
- EPR organisations should be **run by obliged companies on a not-for-profit basis**
- **Focus on Separate collection** and collection infrastructure for **inhabitants** that covers also out of home consumption is key for the success of the system!
- In order to ensure that the right legislation is in place and implemented, **different stakeholders have clear roles to play, ensuring no conflict of interests!**



# Our EXPRA Beliefs for EPR Best Practices -2-

- **Transparency** of operations and data is crucial
- The fees for all materials covered should be **calculated in a fair manner**
- EPR organisations should **control the use of the fees** collected, and **influence infrastructure design** if necessary
- The aim should be to continuously **improve system performance**
- **Packaging optimisation, design-for-recycling, clear communication and education of inhabitants and company representatives** are essential parts of successful EPR systems

# EXPRA's operational structure



Inspiring  
Packaging  
Recycling

**PARTNERSHIP IS KEY TO SUCCESS**

