

Stewardship in Europe How sustainable are they?

Packaging Recovery Organisation Europe

PRO EUROPE

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Packaging –

Nowadays Only One Part of Comprehensive Framework

- Revised Waste Framework Directive (2008!)
- Landfill directive
- REACH (chemicals)
- Integrated product policy
- WEEE directive (electrical equipment)
- Batteries directive
- ELV directive (vehicles)
- Tires
- Pharmaceuticals
- RoHS (hazardous waste)

A Brief History

- First Stewardship Program - September 1990, Germany, household packaging
- France, Austria, Belgium and Sweden followed 1993
- European Union Packaging Directive 1994
- Today about 30 European countries plus Canada, Japan, etc
- Different ways of implementation in EU but same targets
 - "Dual" way
 - Shared responsibility
 - Tradable Certificates
- Up to now national obligations with nation-wide compliance necessary



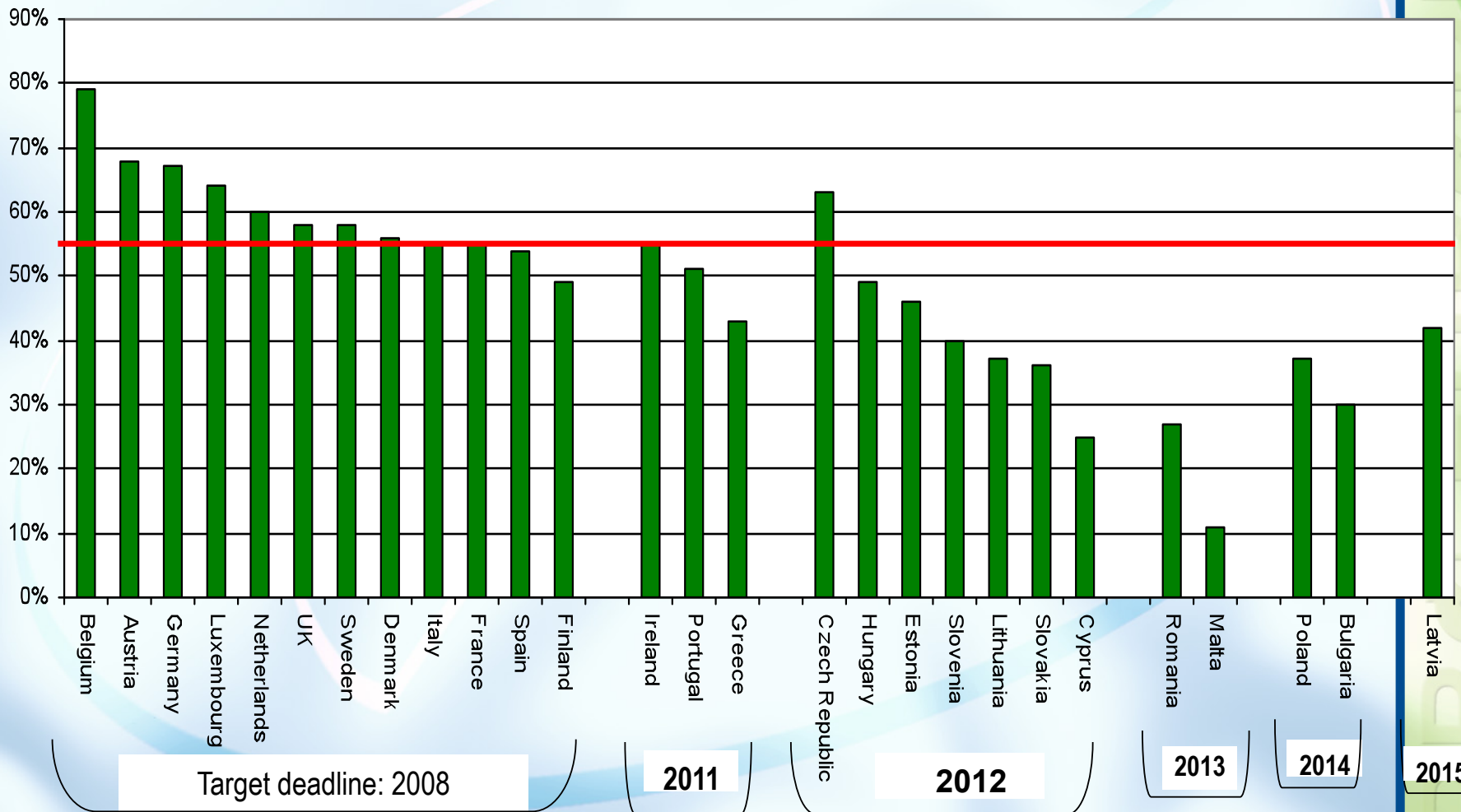
Objectives of Revised Waste Framework Directive 2008

- Encourage the prevention of waste
- Introduce a binding waste treatment hierarchy
- Promote the use of waste as a secondary resource
- Reduce the landfilling of waste as well as potent greenhouse gases arising from such landfill sites
- Clarify the notions of recovery, disposal, end of waste status and by-product
- Specify a procedure for the establishment of technical minimum standards for certain waste management operations

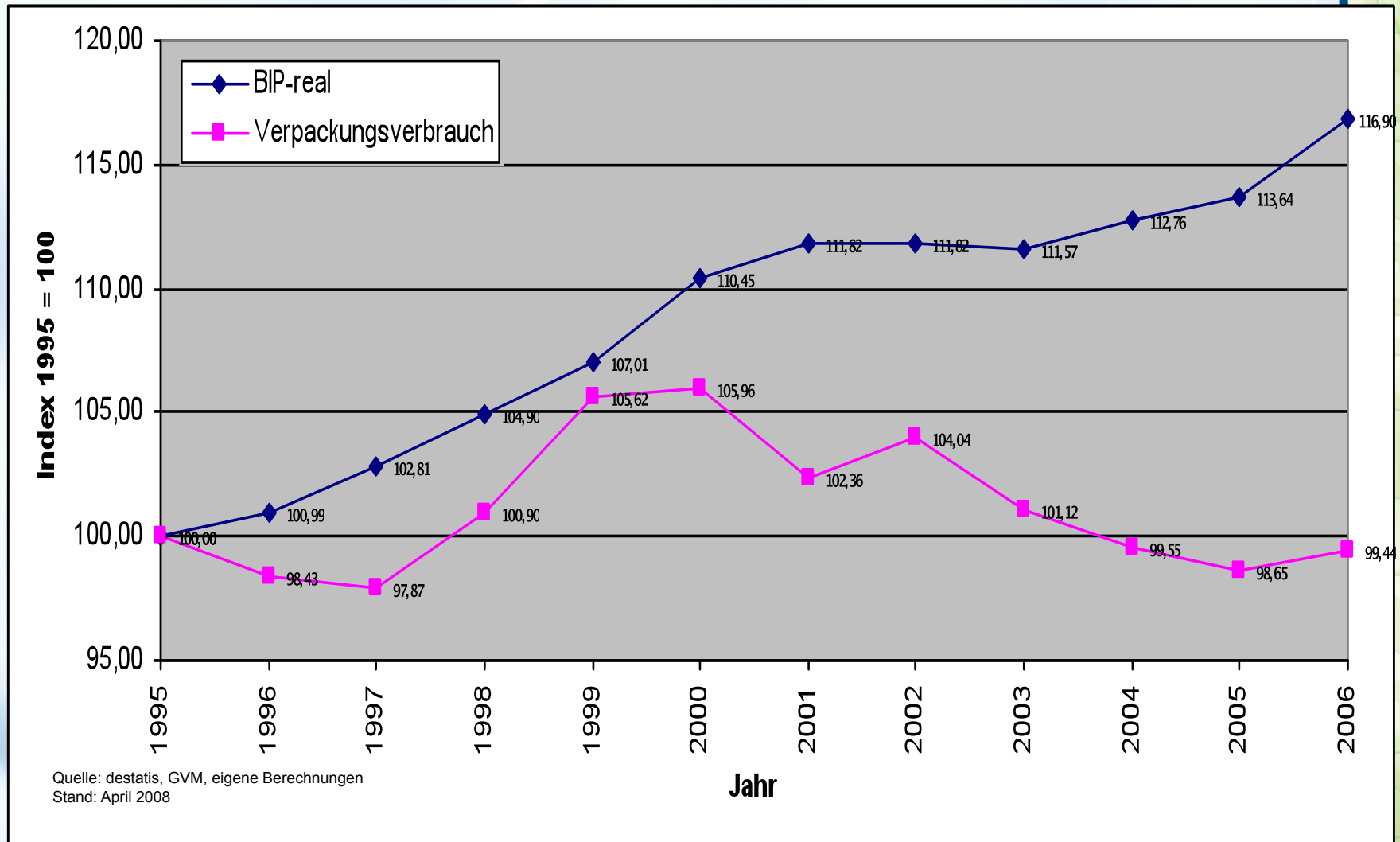
What Member States Must Do

- **Member States must design and implement waste prevention programmes**
- **New recycling targets by 2020:**
 - **Member States must recycle 50% of their household and similar waste**
 - **70% of their construction and demolition waste**
- **By 2015 separate collection shall be set up for at least the following: paper, metal, plastic and glass**

Progress towards the EU recycling targets: 2006 recycling rates



GDP real and packaging consumption end-user in Germany 1995 – 2006



GDP versus packaging consumption in Belgium

Trends in the overall market for one-way household packaging





European Commission DG Environment 2002 figures

Environmental benefits of Packaging Directive

- greenhouse gas savings (around **25M tonnes of CO₂ equivalent**)
- resource savings (**~10M tonnes of oil equivalent**)
- reduced particulates emissions, decreased acidification, less traffic noise, odours, visual disturbance

Sustainable Production & Consumption

Facts and Figures PRO EUROPE Members – 2008/2009

- **32** compliance schemes active in **32 countries** of which **25** use Green Dot
- More than **390 million inhabitants** have access to separate collection of PRO EUROPE member systems
- More than **33,000,000 tons** of **packaging** have been recovered by PRO EUROPE member systems
- More than **3,200,000 tons** of **plastic** packaging have been recycled by PRO EUROPE member systems
- CO² savings roughly estimated more than **20 million tonnes CO²** equivalent (mainly from household packaging recovery without any deposit system results)

Economic Crisis 2008 / 2009

- Big challenge for stewardship programs
 - Recycling markets collapsed especially in Asia
 - Steel and paper factories were closed
 - Revenues from secondary raw material dropped up to 90%
 - Income from obliged companies dropped as consumer purchases fell
- But, the stewardship models continued to function well
 - Collection of used packaging was NOT stopped
 - Licence fees could be increased in agreement with obliged companies to keep the material going to recycling
 - Obligated companies are sure that fees will be lowered as soon as the situation changes (this is contrary to all existing tax systems)

Economic Crisis 2008 / 2009 *continued*

- Governments are beginning to understand that they have to fulfil their obligations as well
 - Green procurement to develop new markets for recycled products
 - Increased fight against free riders

Future Developments within the European Union

- European Union:
 - Fight against Climate Change has highest priority
 - Action Plan on Sustainable Consumption and Production and Sustainable Industrial Policy
 - Thematic Strategy on Sustainable Use of Resources
 - Green Paper on market-based instruments for environment
 - Green Paper on biological treatment of biodegradable waste
 - Recast of the WEEE Directive
 - Recast of the RoHS Directive
 - Founding of a European Waste Agency likely

Future Developments *continued*

- Increasing interest in environmental matters all over the world
- Increasing interest in stewardship programs as one tool to reduce the environmental footprint of society
- Pakistan, India, V.A.E., Brazil
- Some States of the US show big interest as well, e.g. California

Reaction of Retail and Food Industry

- Founding of REAP (Retail Environment Action Program)
- Leading retailers, the EU Commission and interested stakeholders have founded a Round Table
 - to analyse environmental footprint of retail from production to management of used products
 - to share best practices
 - to develop tools to reduce it

Reaction of Retail and Food Industry *continued*

- Leading associations from Food Sector have founded a Round Table with the Commission and interested stakeholders
 - to analyse environmental footprint of their sector from production to management of used products
 - to share best practices
 - to develop tools to reduce the environmental footprint
- PRO EUROPE is member of both Round Tables

Future Developments for industry

- Companies will have to face more and more challenges with regard to their environmental footprint
- Governments will probably act in a more drastic way as climate change accelerates and water and oil resources decline with negative social, political and environmental effects
- Stewardship Programs will help these companies develop the most efficient solutions to reduce the environmental footprint
 - Up to now, this was mostly done on a local level for one specific product with regard to one environmental factor

Future challenges for industry

- **Problem 1:** We live in a globalised world
 - First initiatives to offer multi-product solutions (UK)
 - First initiatives to offer multi-province solutions (Canada)

- **Problem 2:** But, the local situations vary tremendously
 - Germany / Malta:
82 Million People in a mainland / 300.000 people on a small island
 - Belgium / Turkey
10 million people in a developed country with an existing infrastructure / 70 million country with extreme varying living standards

- **Problem 3:** The environmental footprint is determined by many environmental criteria
 - CO² emissions
 - Water footprint
 - SO²E effects
 -

Future challenges for industry *continued*

- Therefore, solutions have to be holistic and sustainable
- Stewardship programs designed so that they offer:
 - multi-country, multi product and multi factor solutions wherever possible, especially with regard to obliged companies
 - tailor made local solutions if and where the local situation needs it
- Therefore legislation in different countries respective states and provinces has to be designed following the same rules and targets and not following personal specifics and ideologies
- Then local Stewardship programs can join under one umbrella for matters where a common approach is the most efficient but still have the freedom to develop local answers where necessary
- PRO EUROPE is a good demonstraton where cooperation is possible even within 32 countries from different continents

What are alternatives to Stewardship Programs?

- Packaging Taxes
 - Denmark: 140 million € taxes for 5,4 million people (26 € / inhabitant)
 - Netherlands: 350 million € taxes for 16,4 million people (21 € / inhabitant)
 - Money mainly not used for collection and recycling of packaging
 - No influence of industry how money is used
 - Are local authorities asked to improve their waste management system?

- Mandatory Deposit for one way beverage containers
 - Often in addition to packaging taxes
 - Costs minimum 3 times higher than collection system for all packaging
 - High investments from retailers needed (700 million € in Germany)
 - Lots of space in the retail shops needed
 - High running costs per year (800 million € per annum in Germany)
 - Very inconvenient for the consumer

How can we help?

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