

# **“EPR Systems for packaging in Europe”**

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Managing Director of EXPRA

**“Slovenian EPR Webinar”**  
**Chamber of Commerce and Industry of Slovenia**  
10 March 2021 | Online

**8 years** existence

**27** MEMBERS & Partners  
all industry-owned, non-profit

over **HAVE  
25  
YEARS** of experience and  
expertise in the  
waste management  
field

over **PROVIDE  
200  
MILLION  
PEOPLE** with packaging  
collection, sorting  
and recycling  
infrastructure

of over **ENSURE RECYCLING AND RECOVERY  
20** of packaging every year  
**MILLION TONNES**

**EXPRA**  
in a nutshell

# Our Members – non-profit 27 PROs



# Extended Producer Responsibility

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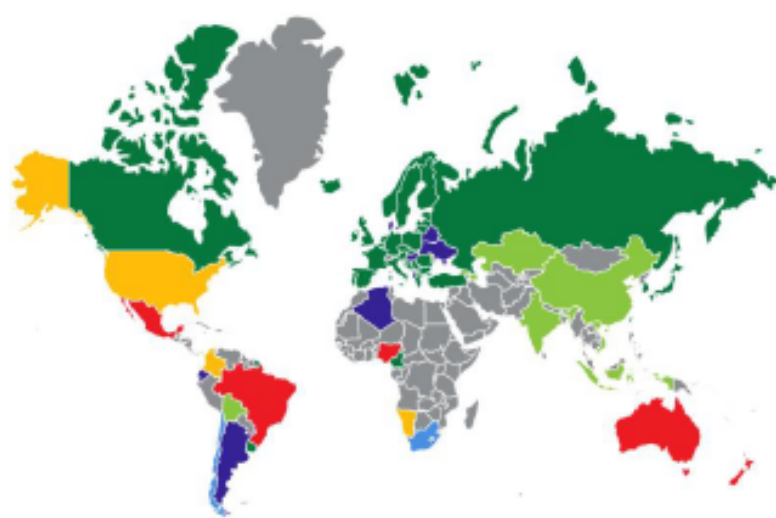
- Extended Producer Responsibility (EPR) is a resource management tool whereby **producers** have to take over an **individual responsibility** for the end of life management of their used products/packaging. This includes a financial and usually operational responsibility for the collection, sorting and treating these products/packaging for their recycling and recovery.
- This individual responsibility can be partly transferred to a **collective entity**, the so called “Producer Responsibility Organisation” (PRO)
- This PRO should fulfil the obligations of its members in the most efficient and effective way, so usually fulfil inter alia the recycling targets set by the national government or on top, additional targets set by the owners of the PRO.
- The needed (usually external) costs shall be internalized into the product price

# EPR LANDSCAPE EVOLVING AT FAST PACE

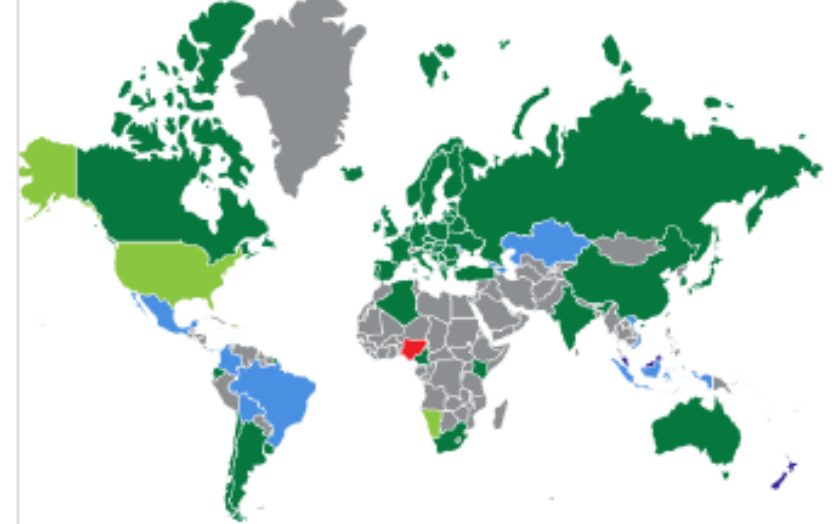
**Packaging EPR in 2000**



**Packaging EPR in 2020**



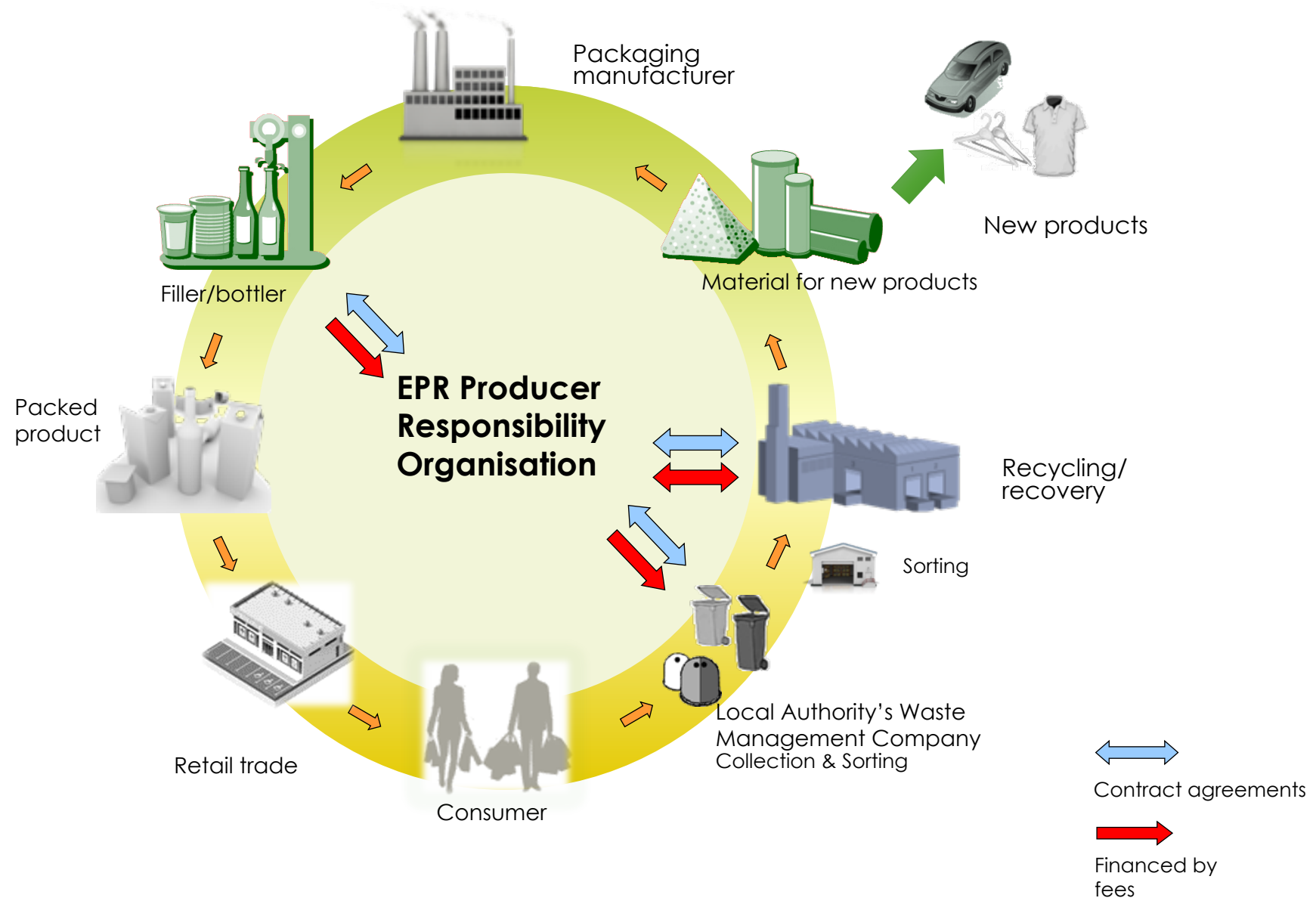
**Packaging EPR in 2025**



- Mandatory EPR
- Voluntary EPR
- Limited EPR
- EPR framework
- Emerging EPR framework
- Emerging EPR legislation

# EPR's role in a circular economy

Operational  
**AND** financial  
responsibility



# EPR System / PRO

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- The design of each national EPR System and each PRO is determined by
  - (The EU legislation (WFD / PPWD / SUP))
  - The respective national implementation
  - Obligated industry in a respective country if and when owning the PRO respective the third party owning the PRO's
  - Local authorities who usually decide about the concrete collection (and sorting) system in their district

# Usual Tasks of a PRO

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- Register all obliged companies that want to use the PRO to fulfil their obligations, establishing a data system to collect the reports from members to be able to send aggregated data to the authorities and to calculate the fee per member
- Develop in a transparent way a fee structure that reflects the costs of collection, sorting and recycling, communication and administration per (sub-) material in a fair and non-discriminatory way (eventually including eco modulation)
- Establishing and running a collection and treatment infrastructure to be minimum able to fulfil the targets set by government taking into account the existing infrastructure and the local situation
- Establishing a data and reporting system that pictures the flow of material and can prove towards government and membership the fulfilment of the targets



# Usual Tasks of a PRO

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- Developing tools and initiatives to support its members to improve the sustainability and the design of their packaging to ease collection, sorting and recycling (e.g. design for recycling guidelines)
- Running communication and awareness raising campaigns, often with local authorities to motivate inhabitants to sort their packaging waste in the right way
- Developing tools and initiatives to support companies and people that are active in the operations of the system to improve their performance
- Engaging with the whole value chain to create markets for secondary raw materials

# EU Circular Economy Package: Big role for EPR!

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When it comes to Extended Producers Responsibility schemes, the EU legislator believes that EPR can do if designed in the right way:

Provide economic incentives for businesses to develop more sustainable products (e.g. co-modulation)

Encourage design for recycling

Promote greater dialogue between producers, local authorities and recyclers

Help improve the efficiency of the recycling process

Reduce waste and littering

# Implementation of the EU Packaging Directive

**4 countries without any compliance scheme => Taxes**

Denmark, Hungary, Croatia, Turkey

**For EU: MS this has to change in 2025 latest**

36

European  
Countries

**Tax versus EPR**

**continuous discussion**

Ukraine, Russia ?

**Trading of certificates**

UK, (Poland)

**1 country with Fund  
Scheme run by industry**

Iceland

**30 with Producer Responsibility**

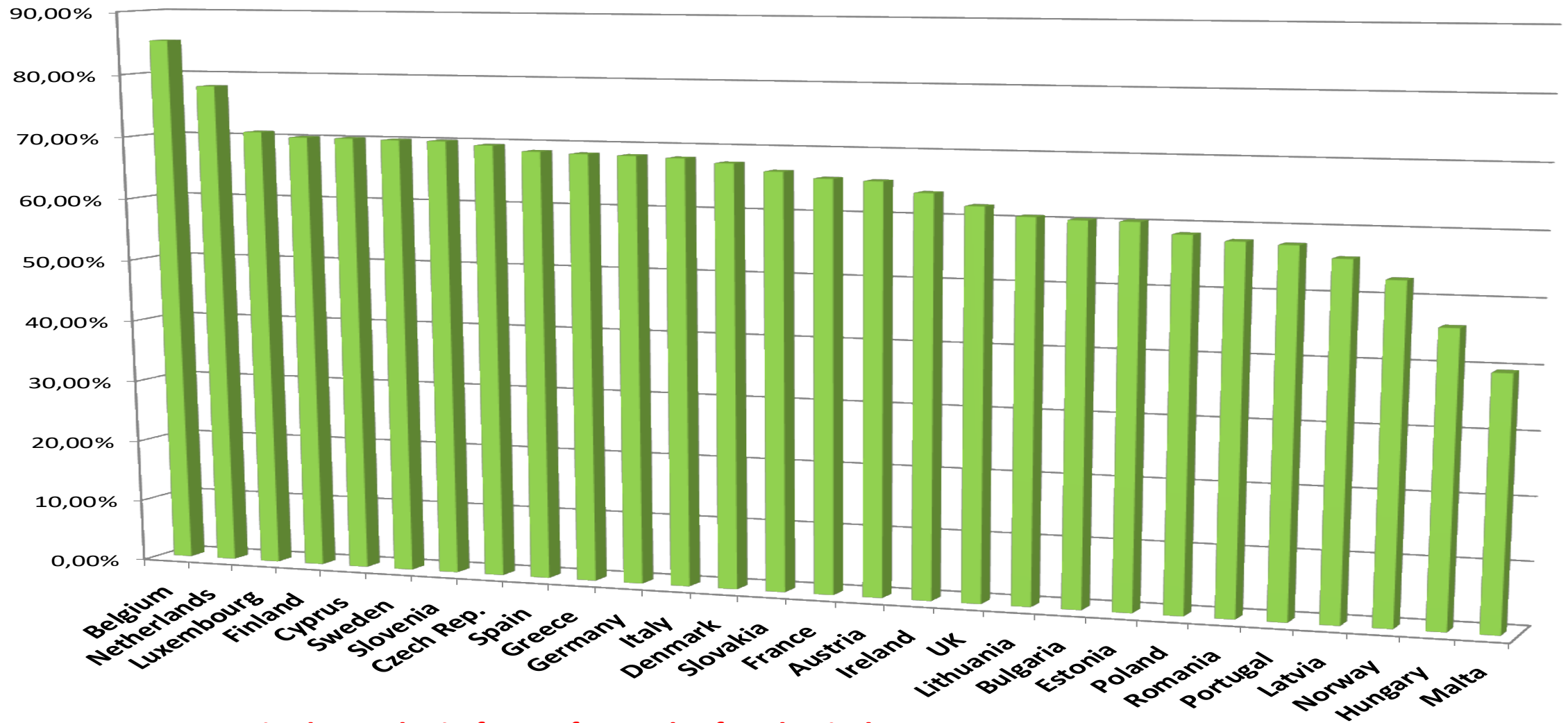
Austria, **Belgium**, France, Spain, **Germany**, Ireland, Cyprus, Luxembourg, Portugal, Sweden, Greece, Latvia, Malta, Lithuania, **Czech Republic**, Slovak Republic, Italy, Slovenia, Estonia, Romania, Bulgaria, Norway, Finland, Serbia, Israel, Netherlands, (Poland), Macedonia, Bosnia I Herzegovina



European  
Producer  
Responsibility  
Alliance

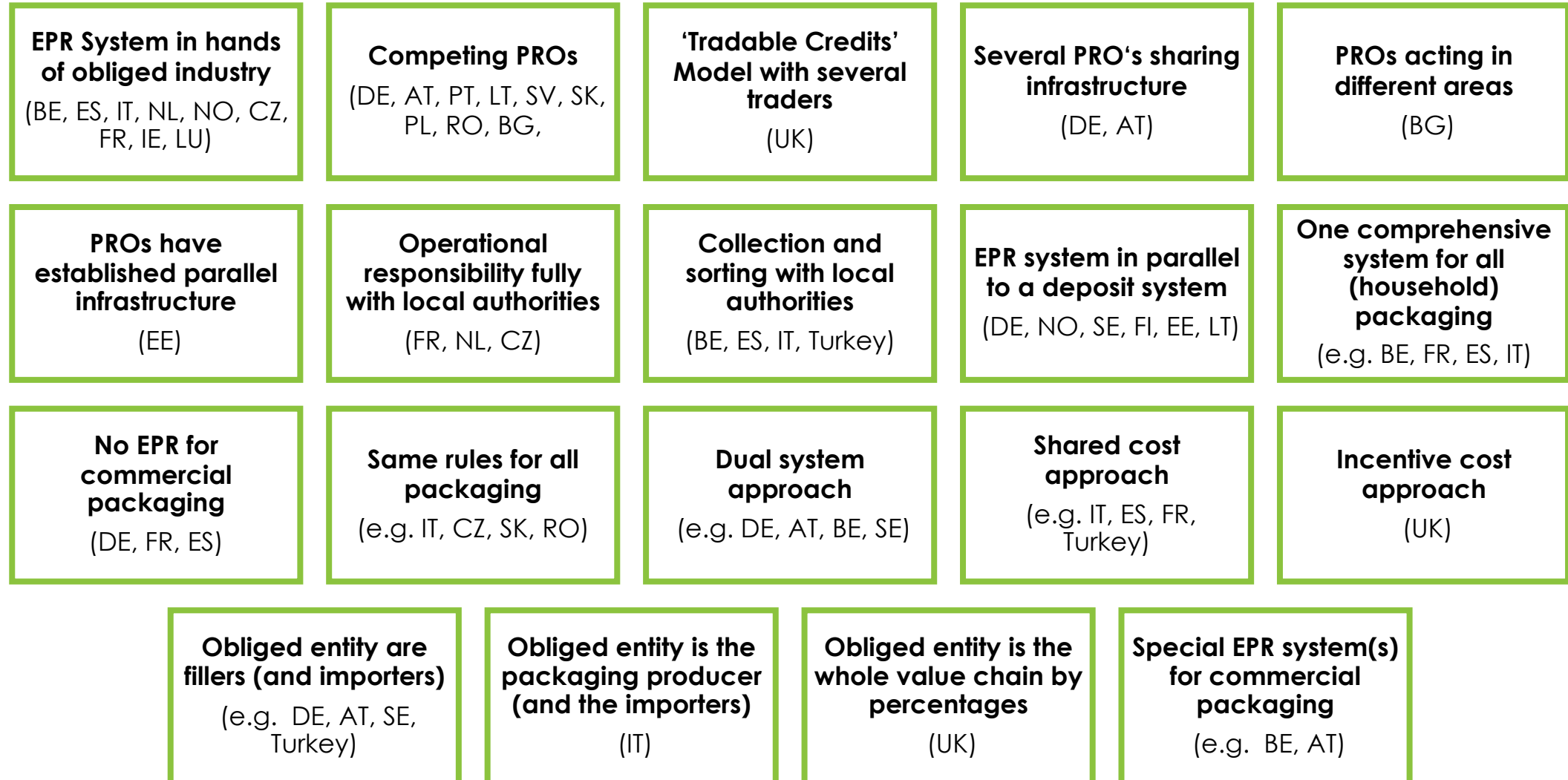
# Overall Recycling Quotas in 2018

## OLD measurement point!



New measurement point has to be in front of extruder for plastics!

# EPR - several ways of implementation



# Waste Framework Directive (2018) – Learnings and consequences for EPR

## Article 8a

Art 8a WFD Sets out general,  
minimum requirements for EPR with regards to:

- Roles and responsibilities
- Target compliance
- Reporting
- **Equal treatment of producers**
- Information to waste holders targeted by EPR schemes & Member States
- **Transparency like fees are publicly available**
- (Full) Cost coverage
- **Eco-modulation** taking into account the recyclability etc
- Efficient & necessary costs
- **Monitoring and enforcement**
- **Independent Oversight in case of competition**
- EU & National Dialogue platforms

# EXPRA beliefs : How to make EPR successful? (1)

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- ✓ EPR is **one tool** within a comprehensive policy approach;
- ✓ Different **stakeholders** should have **clear roles to play, ensuring no conflict of interests!**;
- ✓ EPR organisations should be **run by obliged companies on a not-for-profit basis**;
- ✓ **Focus on separate collection** and collection infrastructure for **inhabitants** is key for the success of the system!

# EXPRA beliefs : How to make EPR successful? (2)

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- ✓ **Ensure transparency** of operations and data;
- ✓ Calculate the fees for all materials covered **in a fair manner** which also counts for eco modulation to be justified and non discriminatory
- ✓ EPR organisations should **control the use of the fees** collected, and **influence infrastructure design** if necessary;
- ✓ **Packaging optimisation, design-for-recycling, clear communication and education of inhabitants and company representatives** are essential parts of successful EPR systems
- ✓ Continuously **improve system performance**;



Free Webinar

# EPR Masterclass 2021

## Approaching Circularity for Packaging via EPR: **Producer Perspectives**

March 24, 2021

17:00 – 18:30 (CET); 12:00 pm – 1:30 pm (EST)

Sponsored by: **Novolex & Campaign for Recycling and the Environment**

# EXPRA P4R Packaging for recycling

[Home](#)[About](#)[User Guide](#)[Contact us!](#)[Reserved Area](#)

## Packaging recyclability roadmap

This website provides a dynamic online information tool aimed at allowing users to self-assess the recyclability of packaging and a roadmap based on the following recyclability critical control points: design, labelling, collection and sorting. It brings together best practices by the Extended Producer Responsibility Alliance (EXPRA) membership as well as information on how to best reduce the environmental impact of packaging while optimising its resource efficiency. The toolkit particularly covers the most-frequently used materials for packaging: aluminium, glass, paper, plastic, steel and wood.

Click the button to start a packaging recyclability critical control point analysis

[Start Analysis](#)

## CONAI

Italy, Stewardship tender 2018

400 thousand € aimed at rewarding the most innovative and eco-friendly packaging solutions placed on the market in 2016-2017 biennium.

[www.conai.org/en/prevention/thinking-about-the-future/stewardship-tender/](http://www.conai.org/en/prevention/thinking-about-the-future/stewardship-tender/), [www.ecotoolconai.org](http://www.ecotoolconai.org)



**PENSARE FUTURO**  
Progetto Conai per l'imballaggio ecosostenibile



A student packaging design competition with the objective to gather the best packaging eco design projects.

[www.facebook.com/Packplay2/](https://www.facebook.com/Packplay2/)

## ÉEQ

Canada, Pack Play2 Design competition

## ECOEMBES

Spain, 'LIBERA, nature without littering'

A project created by the environmental NGO, SEO / BirdLife, in partnership with Ecoembes with the objective of raising awareness and mobilizing citizens to keep the natural spaces free of littering.

[www.proyectorlibera.org](http://www.proyectorlibera.org)



Czech Republic, Seminars on packaging prevention.

At least 12 big seminars per years for clients explaining them legislation and standardization for prevention and minimization in detail trough showing the best results from other companies.

[www.ekokom.cz](http://www.ekokom.cz)

## EKOKOM

## AFVALFONDs/KIDV

Netherlands, Improve packaging recyclability

Website on tips and tricks to improve the recyclability of packaging: plastic, glass, metal, paper/board and wood.

[www.recyclability.kidv.nl](http://www.recyclability.kidv.nl)



Are you labelling the packaging correctly?

Packaging labels that remind the consumer to recycle. Includes material specific pictograms in print quality and visual guides on correct labelling.

[www.grontpunkt.no/medlemskap/emballasjemerking/english/](http://www.grontpunkt.no/medlemskap/emballasjemerking/english/)

## Grønt Punkt Norge

Norway, Labelling for recycling

## FOST PLUS

Belgium, Eco packaging tools

A kit of websites helping industries to assess the environmental impact of their packaging [www.preventpack.be](http://www.preventpack.be), [www.pack4recycling.be](http://www.pack4recycling.be), [www.pack4ecodesign.org](http://www.pack4ecodesign.org)

prevent pack



## VALORLUX

Luxemburg, The Trophéco award

Award that rewards and promotes sustainable and eco-friendly packaging sold in Luxembourg

[www.tropheco.lu/en](http://www.tropheco.lu/en)

## VALIPAC

Belgium, Sustainable Packaging Platform

Improve sustainable packaging decisions with the right information on the right place

[www.go4sustainablepackaging.org](http://www.go4sustainablepackaging.org)



# PARTNERSHIP IS KEY TO SUCCESS

# Contact

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1140 Brussels – Evere  
Belgium

[www.expira.eu](http://www.expira.eu)



# Back-up and background slides

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



Profession:

10/92 – 01/93

**Independent Lawyer** since 1995

**German Ministry of Environment**, EPR department

02/93 – 06/06

German Green Dot scheme **DSD**, i.e. Syndicus + Head of International Affairs

10/00 – 02/13

Secretary General respective Managing Director of **PRO EUROPE**

01/00 – ...

Member of the **OECD** expert group on EPR

**04/13 - ....**

**Managing Director of EXPRA**

10/13 - ....

Chair of **ISWA** WG Governance & Legal Issues & Member of ISWA STC

04/15 - .....

Member of the **Product Stewardship Institute** Advisory Panel (Boston, US)

01/18 - .....

Member of the **EC Expert Group** on Circular Economy Financing

06/18 - .....

Board Member of the **CEFLEX** project

06/19 - .....

Chair of the **ISWA EU Group**

07/20 - .....

Member of the Leadership Team of the **HolyGrail 2.0** project

# EXPRA – External Activities

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*European Circular  
Economy Stakeholder  
Platform Leadership  
Group Member  
Economic Incentives*

*EU expert group  
"Support to Circular  
Economy Financing"  
Member*

*OECD EPR Expert Group  
Member*

*Close the Glass Loop  
Initiative  
Founding Member*

*CEFLEX  
Steering Committee &  
Working Groups*

*ISWA  
STC / Chair ISWA WG  
Governance & Legal  
Issues / Chair ISWA EU  
Group*

*Clean Europe Network  
friendship*

*Circular Plastic Alliance  
Co-chair Packaging WG  
Monitoring Leader*

*Coalition for Chemical  
Recycling  
Member*

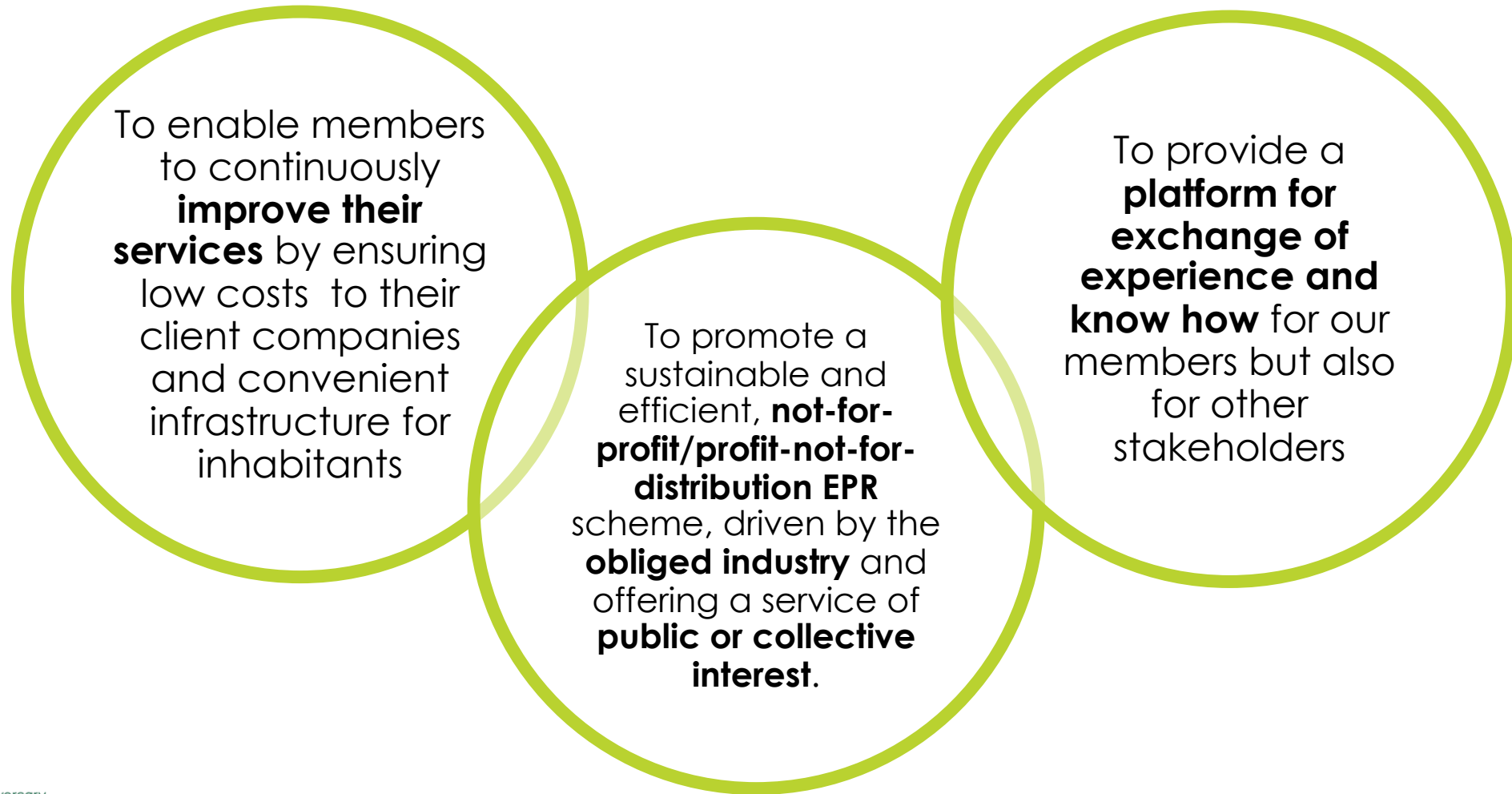
*Holy Grail 2.0  
Leadership Team  
Member*

*Basel Convention Plastic  
Working Group  
Member*

*UNEP - EU-funded EU4  
Environment Regional  
program for, Azerbaijan,  
Belarus,Ukraine  
Partner*



# Our EXPRA mission





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# THANK YOU!

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