

**2017 Conference on
Canadian Stewardship
September 27 - 29, 2017
Montreal, Canada**

Inspiring
Packaging
Recycling

Views From Europe on Circular Economy

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About EXPRA



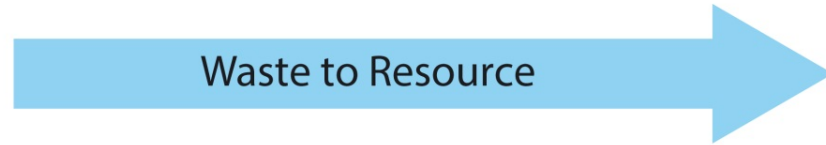
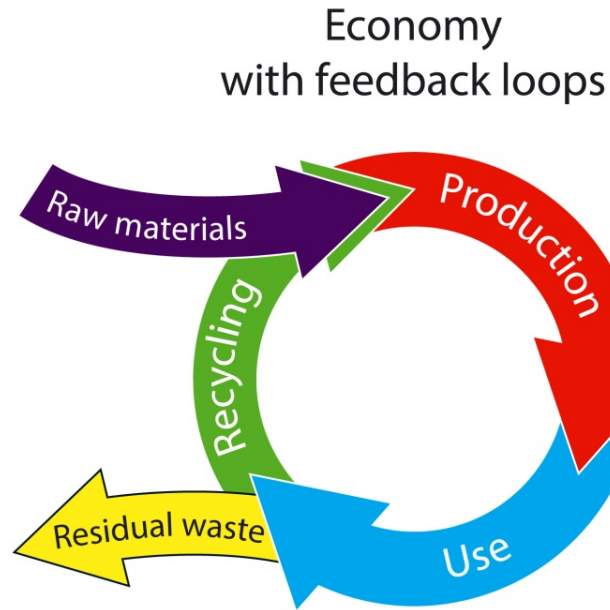
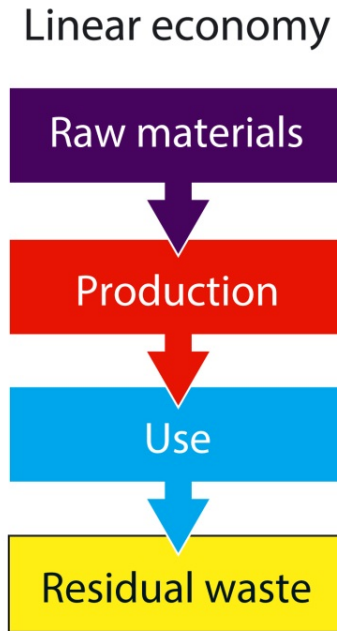
- Association of EPR recovery and recycling systems (compliance schemes) for packaging waste, owned by obliged industry and working on non for profit basis;
- Strong focus on collection of packaging waste arising at municipal / household level and communication campaigns for separate collection;
- Currently, 25 members in 21 European countries (17 EU Member States) and in Israel and Quebec, Canada.
- Providing over 210 million people with infrastructure for collection & recycling of used packaging; recovering over 16 million tons of packaging per year.
- Working in close partnership with obliged companies and local authorities.



EUROPEAN COMMISSION:

***Extended Producer Responsibility is
one of the key pillars on the way to
achieve a Circular Economy***

What is a circular economy ?



Source: WRAP, UK

The role of EPR for packaging in a circular economy

Packaging cycle



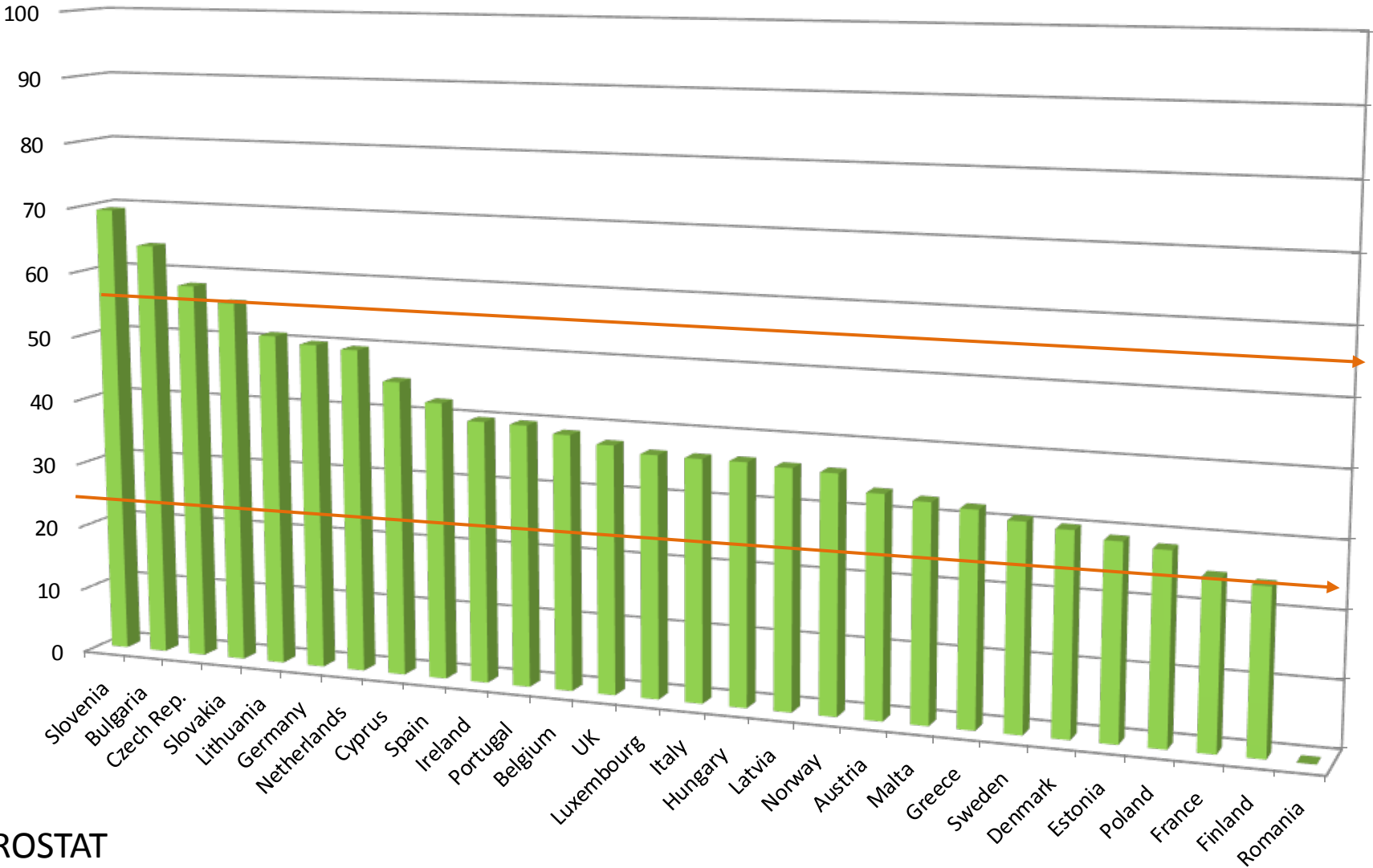
Contract agreements



Financed by fees



Plastic Recycling Quotas in 2014



EUROSTAT
figures

Commission's approach to plastics

**Steady growth of
plastics use**

**Low plastic
recycling and
reuse rates**

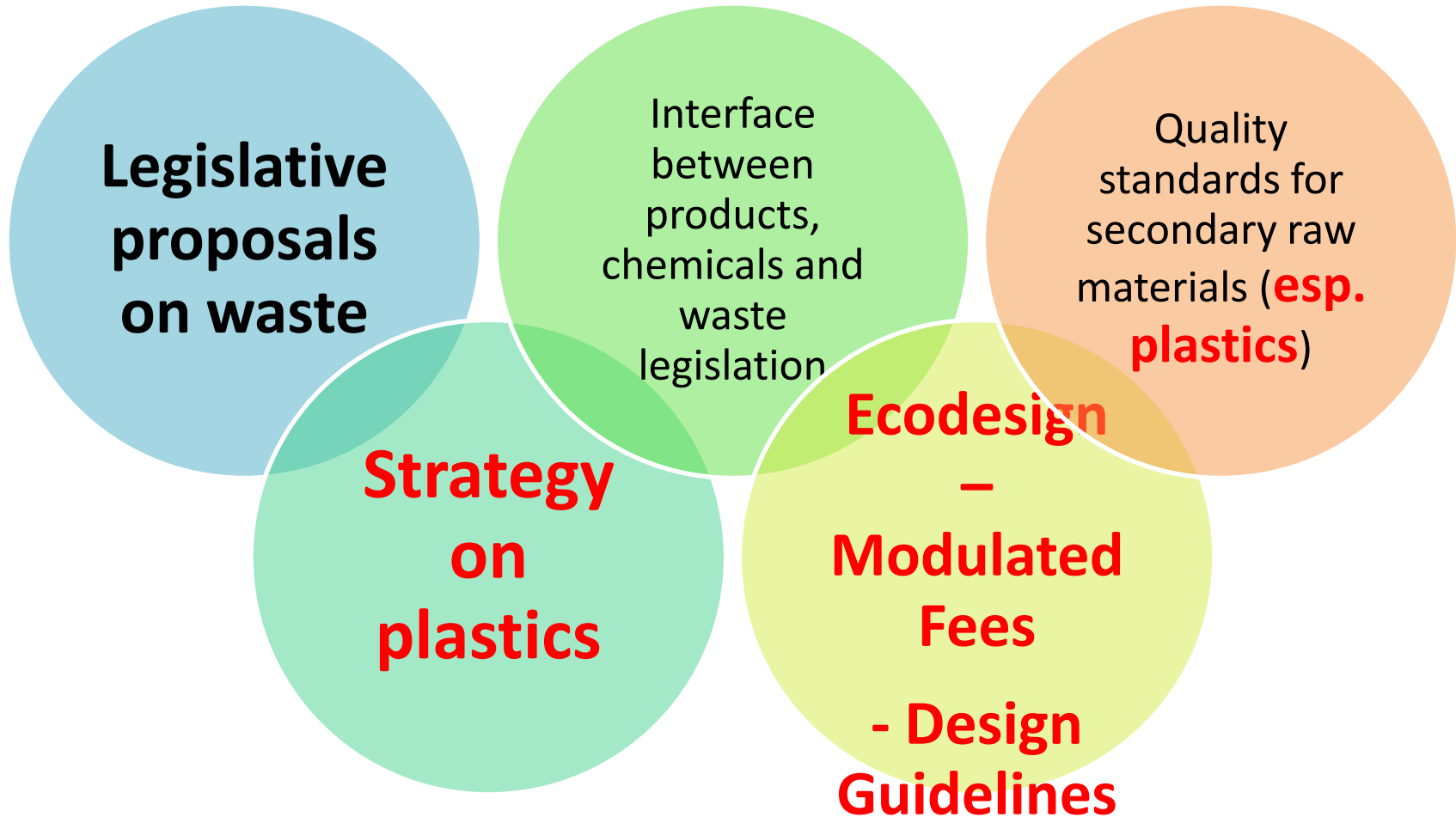
**Separate
collection and
certification
schemes**

**Functioning of the
secondary raw
materials market**

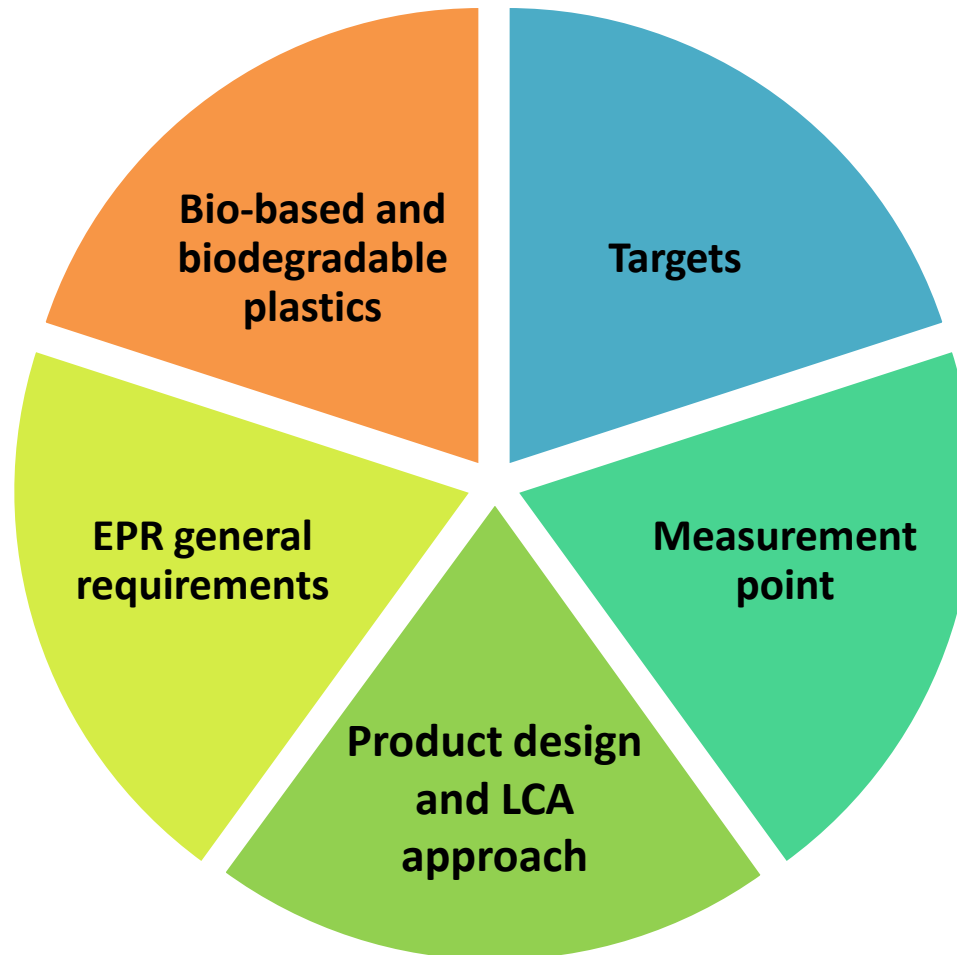
**Presence of
hazardous
chemical**

Marine litter

Circular Economy Package



Review of the waste legislation



Waste legislation review - targets

Commission proposal Currently in trialogue	2025	2030
Preparing for re-use and the recycling of municipal waste	60%	65%
All packaging waste will be prepared for reuse and recycled	65%	75%
Preparing for re-use and the recycling of plastic	55%	60%?
A ban on landfilling of separately collected waste		

Strategy on plastics

plastic-specific stakeholder platform?

consumers' awareness

Good packaging ./ Bad packaging?

Ban of non-recyclables?

Bio-plastics the solution?

Ban of one way plastic bags, cups etc?

plastic
leakage &
Marine litter

Too much
dependence
on virgin
fossil
feedstock

**A consultant is currently
conducting a study on product
policies, design guidelines, EPR
schemes, modulated fees etc**

*Marketing a reason to choose
a „bad“ packaging?*

Low rate of
recycling and reuse
of plastics

modulated fees introduced by EPR schemes???
„disruptor“ penalties?

Deposit will stop littering?

Prevention of (food) product waste?

When is EPR successful?

- EPR does not solve all your problems. **It is one but a key tool within a comprehensive policy approach** (e.g. PAYT, landfill taxes etc)
- EPR has to be designed, implemented and enforced following **best practices**
- All actors involved have to **work closely and trustful together**, meaning producers, retail, local authorities, waste management companies and (!) inhabitants
- Steering of an EPR system is like being the head on a body – How many heads do you need?

The consumer is key! Behavioral change



- ✓ Making people aware or conscious of, change their behaviour > *believers*
- ✓ Critical success factors
 - A strong insight that moves people
 - Sustainable efforts during a long period

Contact

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Expira

Extended
Producer
Responsibility
Alliance

Joachim Quoden – 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 MD of **PRO EUROPE**
- 01/13 - Member of the **OECD** expert group on EPR
- **04/13 -: Managing Director of EXPRA**
- 10/13 - Chair of **ISWA** WG Governance & Legal Issues
- 04/14 - Board Member of the Global Producer Stewardship Council (Australia)
- 04/15 - Member of the Product Stewardship Institute Advisory Panel (Boston, US)

EXPRA Members

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Malta

Green Dot
Cyprus

Green Dot
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PAKOMAK
Macedonia

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Herrco
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Sweden

ETO
Estonia

VALIPAC
Belgium

SLOPACK
Slovenia

Ekopak
Bosnia and Herzegovina

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