

CIRCULAR ECONOMY AND THE EU WASTE REVIEW

Perspective and recommendations from
the packaging supply chain in Europe

European Parliament, Committee on the Environment,
Public Health and Food Safety, ***Public Hearing on the
EU Waste Review***, 22 January 2015

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EUROPEN REPRESENTS THE PACKAGING SUPPLY CHAIN IN EUROPE

RAW MATERIAL SUPPLIERS



PACKAGING DESIGNERS/ MANUFACTURERS



PACKAGING USERS / BRAND OWNERS



NATIONAL PACKAGING ASSOCIATIONS

Bihpak, CICIPEN, SLICPEN, Miljöpack, ARAM, RusPEC



THE WAY FORWARD

**Harmonised definitions and
realistic EU recycling targets**

**EUROPEN believes
that a Circular Economy
in Europe
can be supported through a clear,
achievable, fair and
harmonised EU framework**

**Safeguard the
Internal Market**

**Clear framework
for Extended Producer
Responsibility**



WHAT: DEFINITIONS AND TARGETS

Policy need?

Step 1: Harmonise definitions and clear calculation method for recycling

Step 2: Set realistic EU recycling targets for all Member States

WHY?

- ✓ Ensures legal clarity, harmonised and clear data needed to identify real distance to legal and company targets
- ✓ Different recycling performances and starting points across Member States



HOW: EPR AS A SUCCESSFUL POLICY TOOL

Policy need?

- Mandate minimum performance requirements for EPR schemes in EU legislation (PPWD)
- EU guidance on roles and responsibilities for all actors

WHY?

- ✓ Improves fair legal framework and competition for all existing EPR schemes (level playing field) at national level
- ✓ Increases accountability for all actors e.g. producers, private and public waste management, consumers, EPR schemes
- ✓ Optimises cost-efficiency and performance of recycling used packaging by existing EPR schemes to meet national packaging recycling targets



EPR MINIMUM PERFORMANCE REQUIREMENTS

- **Set binding minimum performance requirements for all EPR schemes (not-for-profit/for-profit) in PPWD**
 - ⇒ **Transparency** in material flows, cost, tendering procedures, scope (geographic scope, types of packaging material covered)
 - ⇒ **Consumer information, monitoring, reporting and audits, financial solidity**
- **Legal requirement for Member States to implement and enforce authorisation procedures for EPR schemes**

Policy need?



SAFEGUARD THE INTERNAL MARKET TO UNDERPIN THE CIRCULAR ECONOMY

1. ENSURES EU HARMONISATION AND COMMON RULES WHICH ENCOURAGE INNOVATION, INVESTMENTS AND SUSTAINABLE GROWTH

Policy need?

2. AVOIDS PROTECTIONIST MEASURES, MARKET DISTORTIONS AND FRAGMENTATION

3. NO TO 28 BINDING NATIONAL DESIGN REQUIREMENTS FOR PACKAGING

Why?

✓ To ensure the Circular Economy objectives can be met

TO SUMMARISE:

Harmonised definitions and realistic EU recycling targets

EUROPEN believes that a Circular Economy in Europe can be supported through a clear, achievable, fair and harmonised EU framework:

Safeguard the Internal Market

Clear framework for Extended Producer Responsibility

Available on the EUROPEN website

www.europen-packaging.eu

- EUROPEN position papers
- EUROPEN members' sustainability reports and commitments
- EUROPEN's Factsheet on Extended Producer Responsibility (EPR) for used packaging
- EUROPEN Publication on Economic Instruments in Packaging and Packaging Waste Policy
- EUROPEN analysis on Packaging & Packaging Waste Statistics 1998-2011

Thank you!



BACK-UP SLIDES



RESOURCE EFFICIENCY AND CIRCULAR ECONOMY

EUROPEAN CHALLENGES AND OPPORTUNITIES?

Further
globalisation
of value
chains

Urbanisation
and
megacities

Growing
middle class
consumers

Estimated 400
000 jobs
created by the
implementatio
n of the waste
legislation in
force

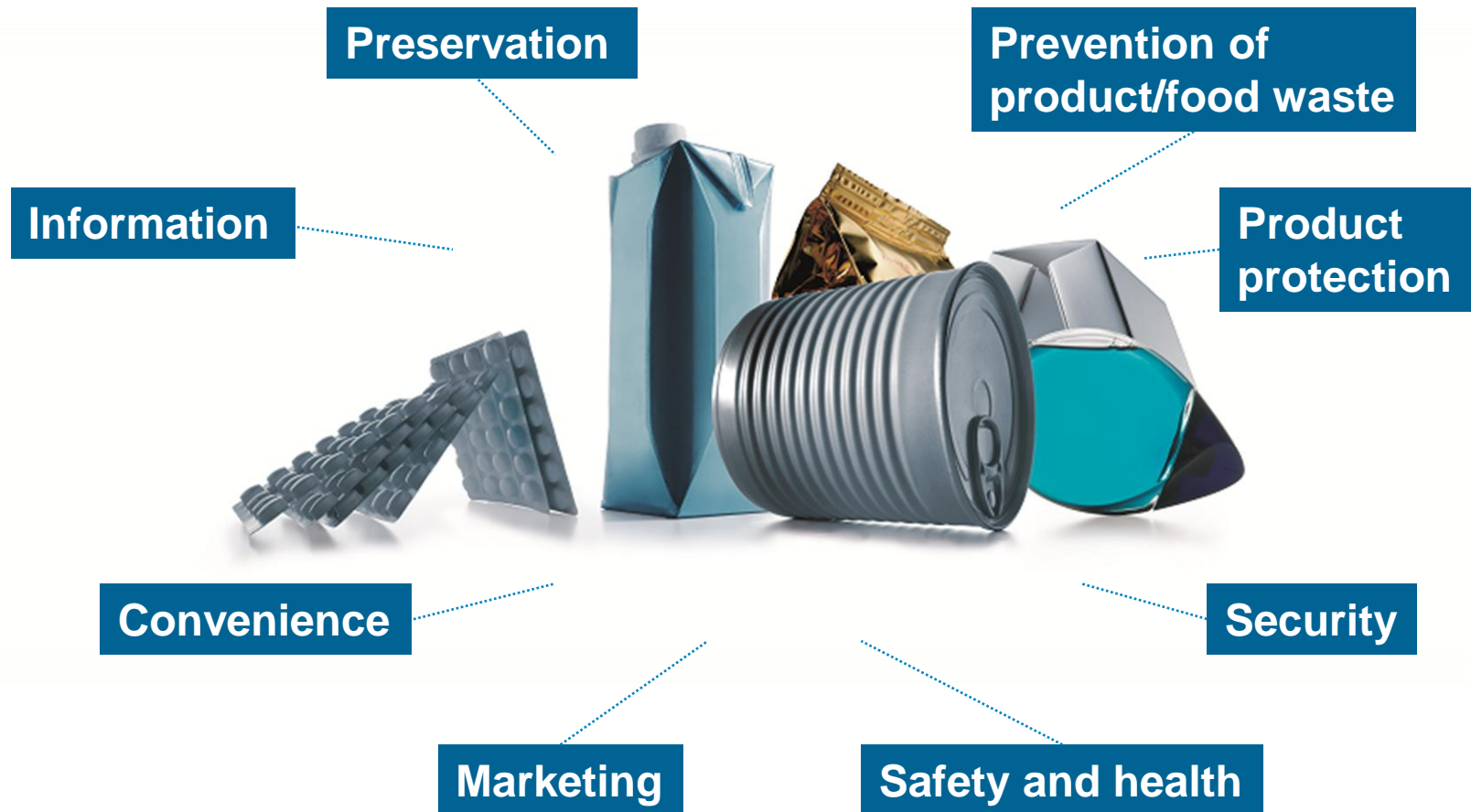
Declining
amount of
used
packaging
sent for final
disposal

Increasing
trade in waste
secondary
materials
from waste

Rising
intrinsic value
of some
waste
streams

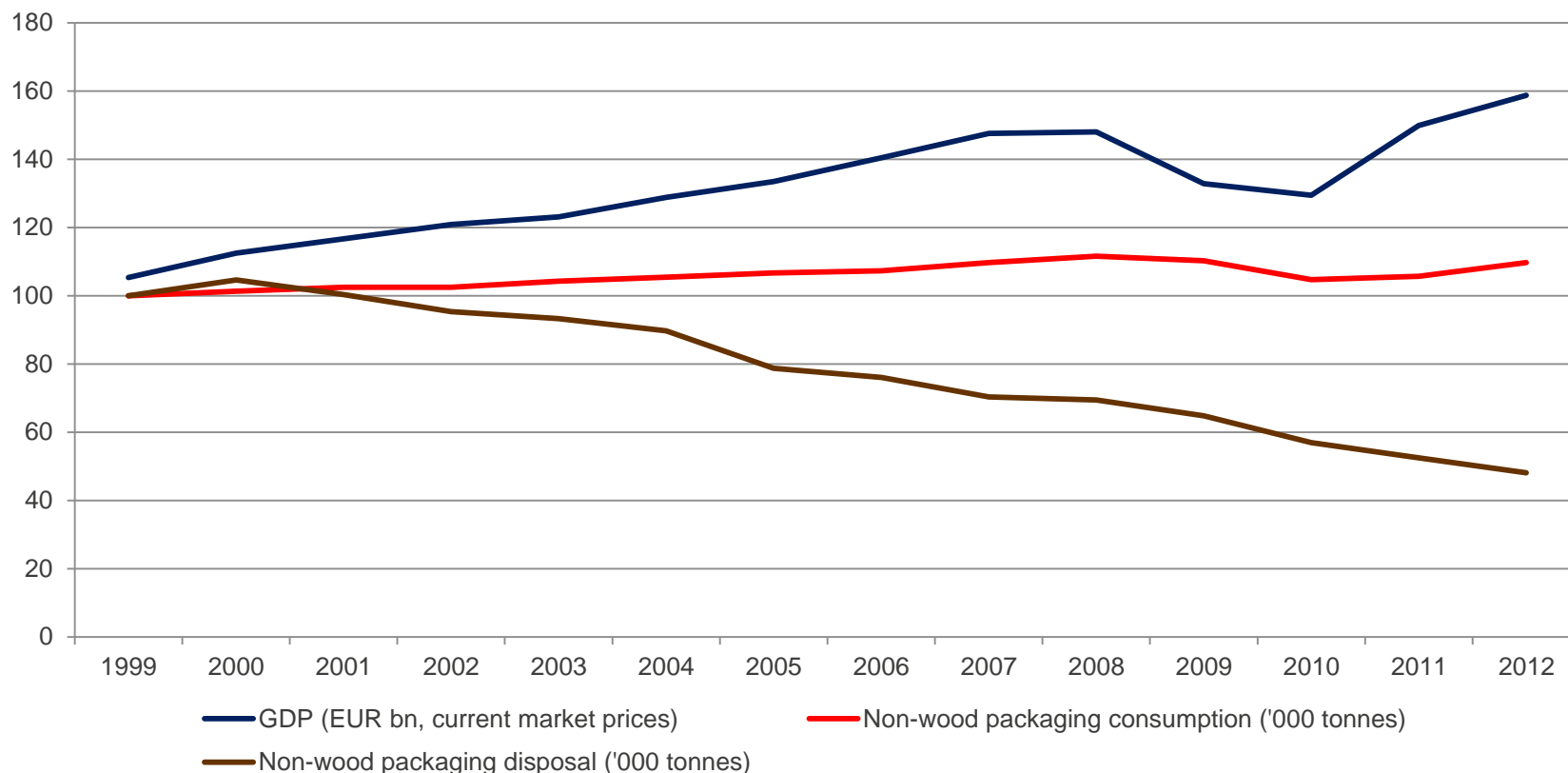


WHY WE NEED PACKAGING





PACKAGING CONSUMPTION AND PACKAGING WASTE DISPOSAL DECOUPLING FROM ECONOMIC GROWTH*

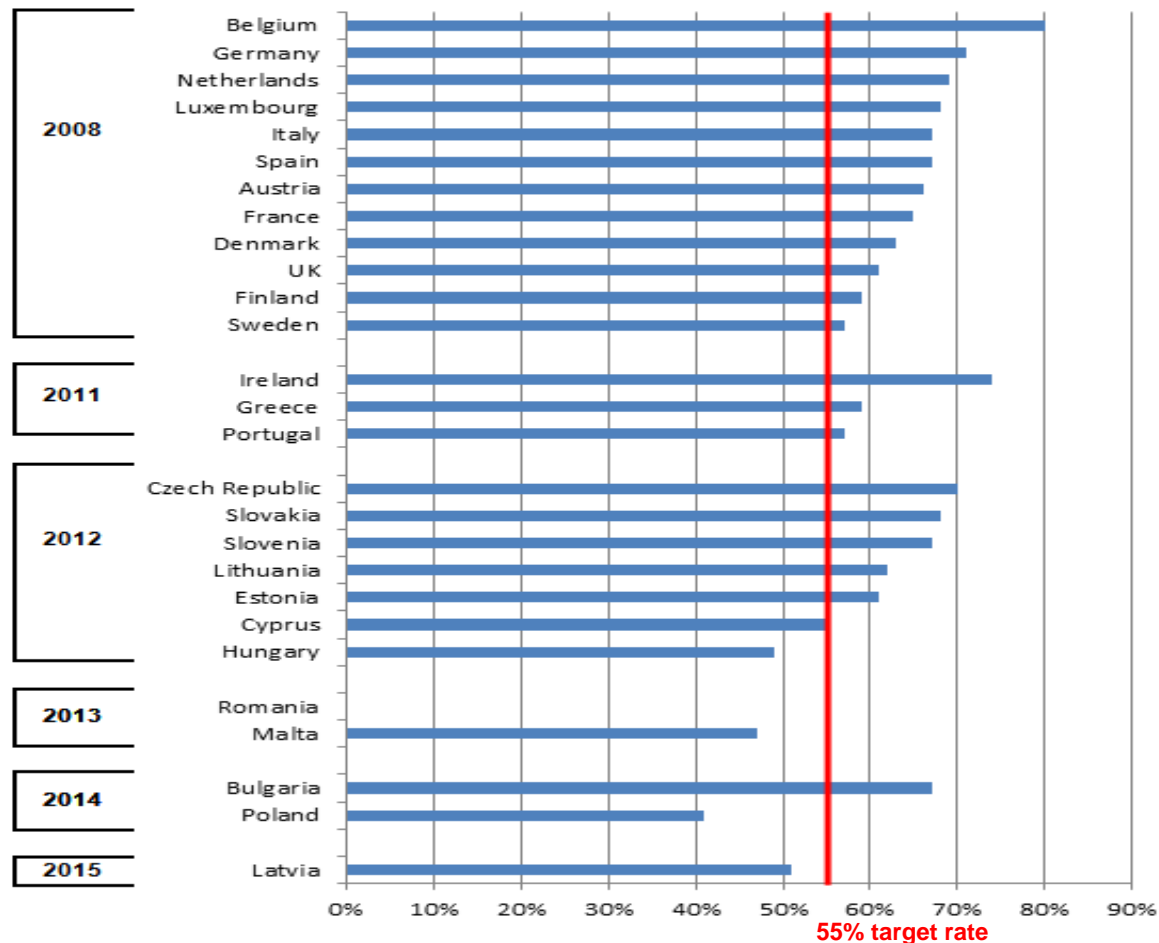


EU-15

* Indexed trends in GDP, packaging consumption and packaging disposal

PACKAGING RECYCLING TARGETS

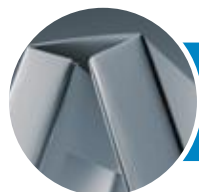
Member States' 2012 packaging recycling performance against the 55% packaging recycling target*



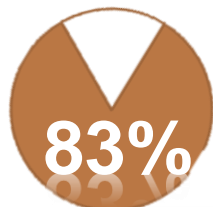
Current targets in PPWD

Currently achieved rates

EC proposed targets in PPWD



Cardboard & Paper
60%



2020
85%



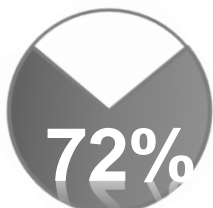
2025
90%



2030



Metal
50%



2020
70%



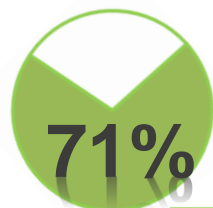
2025
80%



2030
90%



Glass
60%



2020
70%



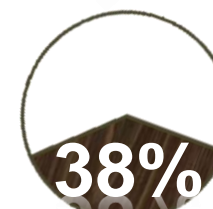
2025
80%



2030
90%



Wood
15%



2020
50%



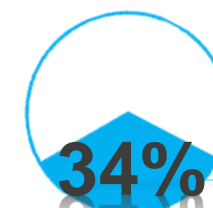
2025
65%



2030
80%



Plastic
22,5%



2020
45%



2025
60%



2030

EXTENDED PRODUCER RESPONSIBILITY (EPR)...

means the producer's **full or partial** financial and/or operational responsibility for a product, extended to the post-consumer state of a product's life cycle, **in order to help meet national recycling and recovery targets.**

In **GREEN**: EC proposal on EU Waste Review

In **BLUE**: EUROPEN suggested amendments to the EC proposal

EXTENDED PRODUCER RESPONSIBILITY

The Packaging Cycle

