


# 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 Managing Director**

# 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

- ✓ 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

WHY?



# 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**

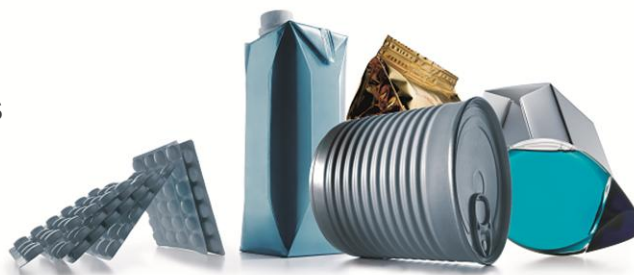
**Clear framework for Extended Producer Responsibility**



**Available on the EUROPEN website**  
**[www.europen-packaging.eu](http://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 implementation of the waste legislation in force

Declining amount of used packaging sent for final disposal

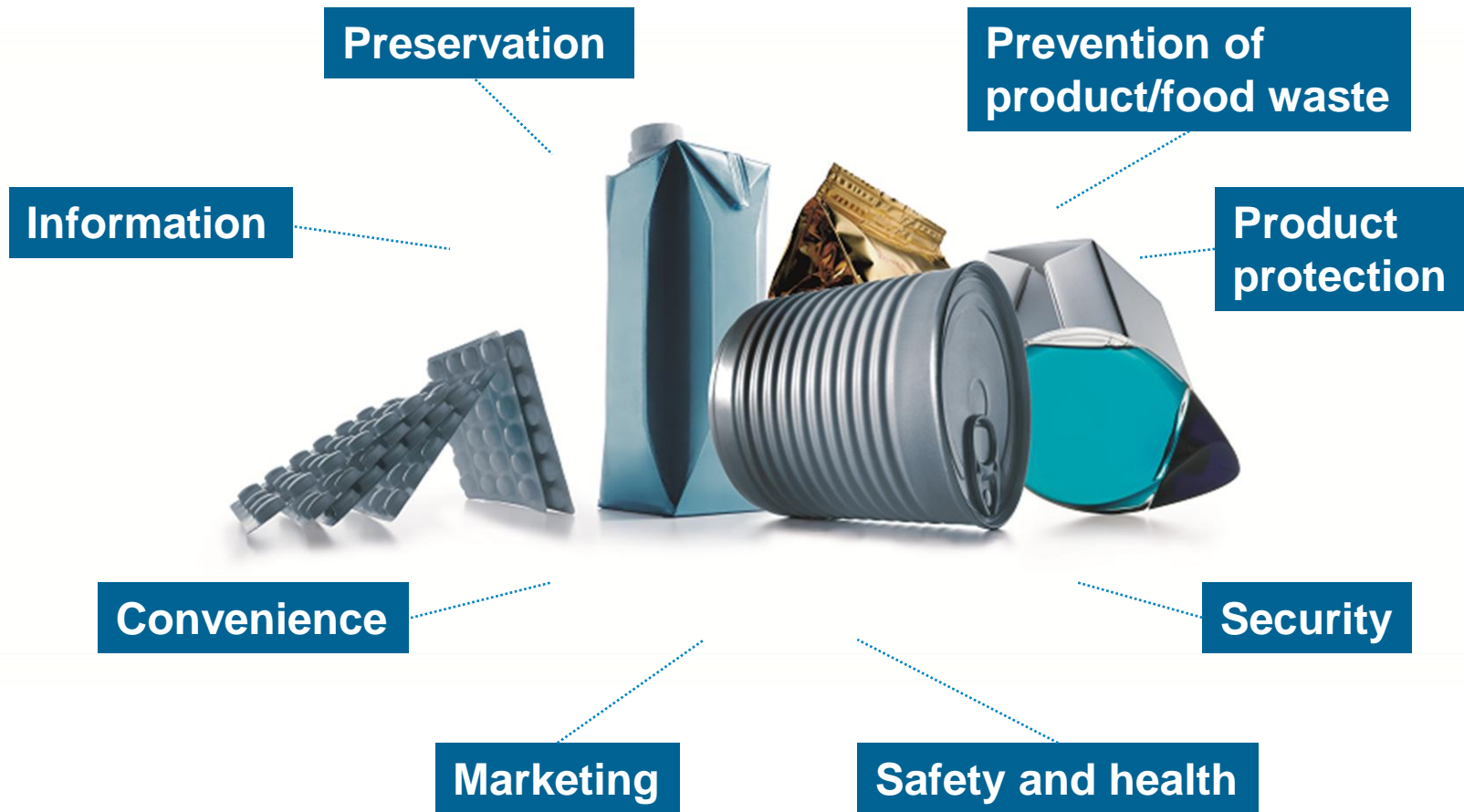
Increasing trade in waste secondary materials from waste

Rising intrinsic value of some waste streams



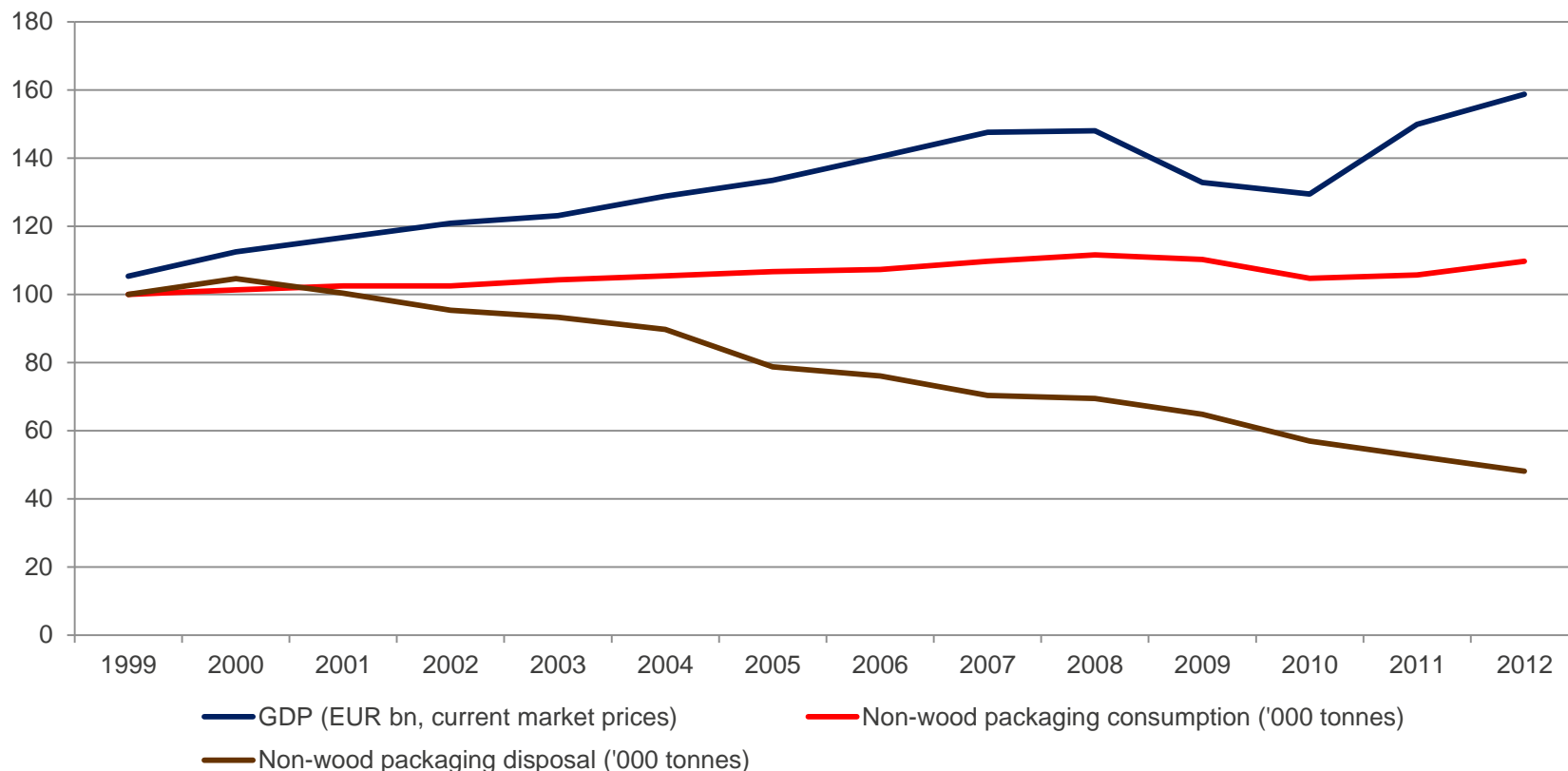


# WHY WE NEED PACKAGING





# PACKAGING CONSUMPTION AND PACKAGING WASTE DISPOSAL DECOUPLING FROM ECONOMIC GROWTH\*



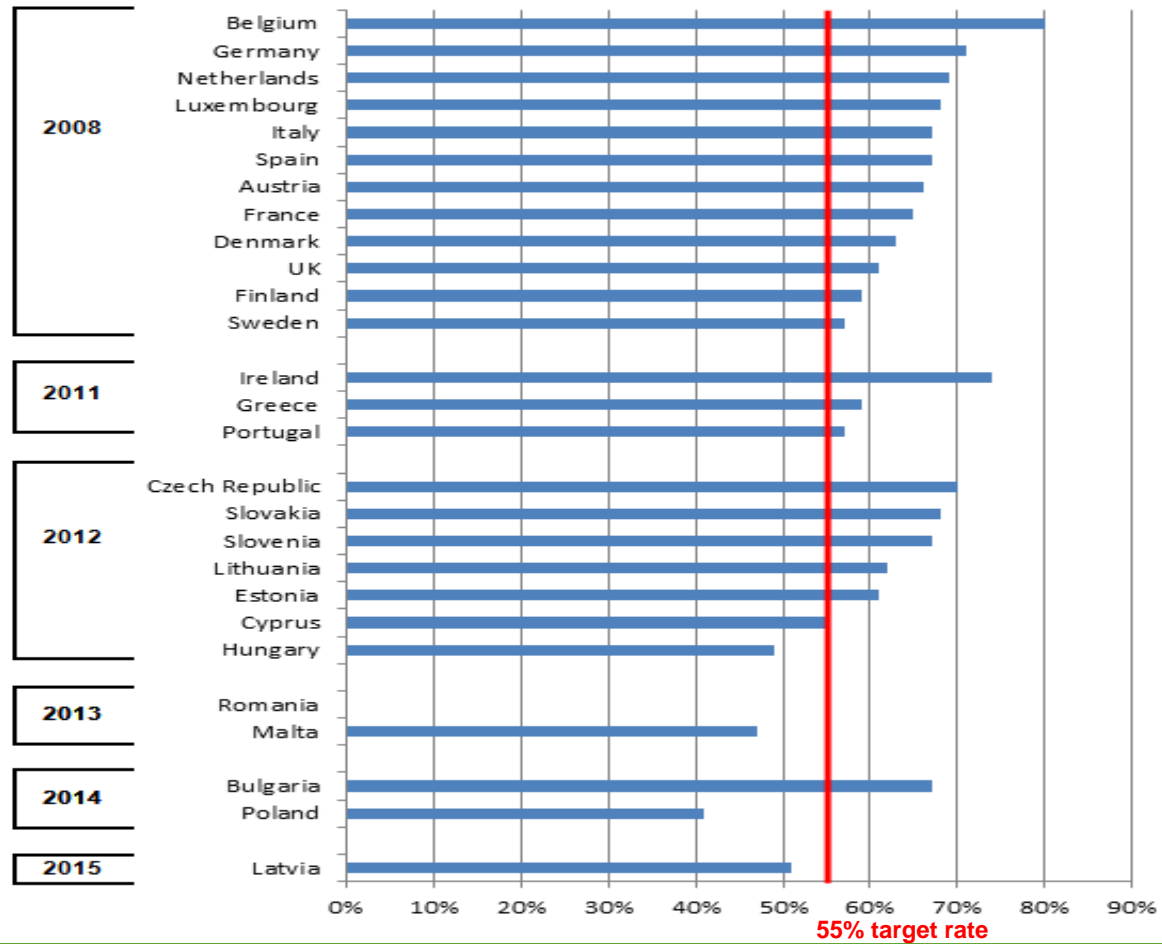
## EU-15

\* Indexed trends in GDP, packaging consumption and packaging disposal



# PACKAGING RECYCLING TARGETS

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



14\*Based on 2012 Eurostat data. 2012 data not reported for Romania. For more data see EUROPEN's 2014 report on Packaging and Packaging Waste Statistics 1998-2011

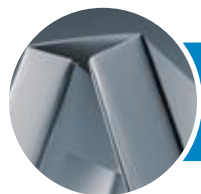




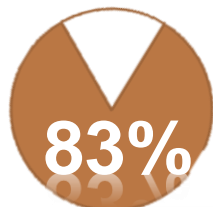
## Current targets in PPWD

## Currently achieved rates

## EC proposed targets in PPWD



**Cardboard & Paper**  
60%



2020  
85%



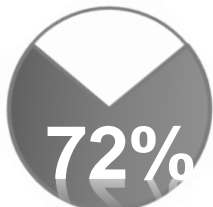
2025  
90%



2030  
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**Metal**  
50%



2020  
70%



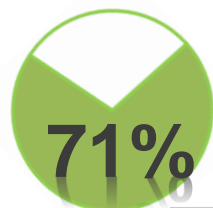
2025  
80%



2030  
90%



**Glass**  
60%



2020  
70%



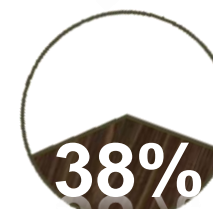
2025  
80%



2030  
90%



**Wood**  
15%



2020  
50%



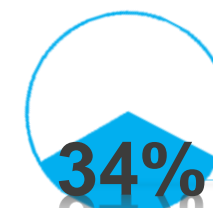
2025  
65%



2030  
80%



**Plastic**  
22,5%



2020  
45%



2025  
60%



2030  
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# 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.

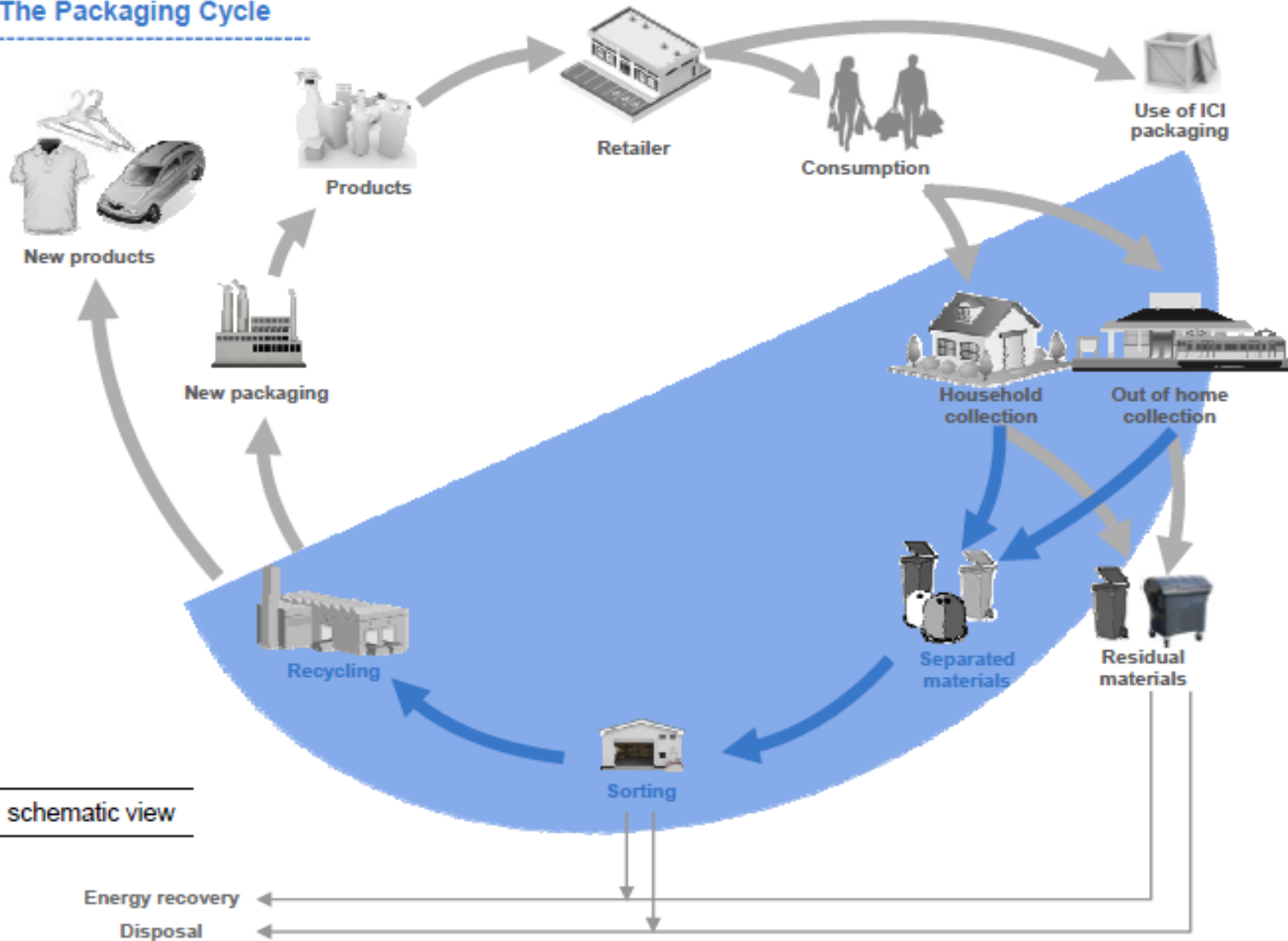
In **GREEN**: EC proposal on EU Waste Review

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



# EXTENDED PRODUCER RESPONSIBILITY

## The Packaging Cycle



schematic view