CT Task Force
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Extended Producer Responsibility for packaging - 25 years after the start....

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Managing Director
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.
Our Members

EEQ  
Canada

Fost Plus  
Belgium

Eco Embes  
Spain

CONAI  
Italy

Nedvang  
Netherlands

Valorlux  
Luxembourg

CEVKO  
Turkey

Eco Rom  
Romania

Eco Pack  
Bulgaria

Envipak  
Slovakia

Green-pak  
Malta

Green Dot  
Cyprus

Green Dot  
Norway

TMIR  
Israel

PAKOMAK  
Macedonia

Öko Pannon  
Hungary

Herrco  
Greece

EKO KOM  
Czech Republic

PYR  
Finland

Ecovidrio  
Spain

FTI  
Sweden

ETO  
Estonia

VALIPAC  
Belgium

SLOPACK  
Slovenia

Ekopak  
Bosnia and Herzegovina
Our EXPRA mission

To enable members to continuously improve their services by ensuring low sustainable costs to their client companies and convenient infrastructure for inhabitants.

To promote a sustainable and efficient, not-for-profit/profit-not-for-distribution EPR scheme, driven by the obliged industry and offering a service of public or collective interest.

To provide a platform for exchange of experience and know how for our members but also for other stakeholders.
EUROPEAN COMMISSION:

Extended Producer Responsibility is one of the pillars on the way to achieve a Circular Economy
What is EPR?

• The OECD defines EPR as “an environmental policy approach in which a producer’s responsibility for a product is extended to the post-consumer stage of a product’s life cycle”

• According to the OECD EPR aims at reaching two goals:
  – 1) Shifting the responsibility away from the municipality and general taxpayertowards the producer;
  – 2) Provide incentives to producers to incorporate environmental considerations in the design of their products.

• The responsibility of the producer can be physical, financial and/or informational. According to the OECD, internalisation of external environmental costs is considered a fundamental aspect of environmental policy design.
What is EPR?

- EPR is an **individual obligation** as companies that place products on the market are responsible for their proper end-of-life management. In practice, however, producers often work **collectively** to exert this responsibility by setting up **Producer Responsibility Organisations (PROs)**, which are also called EPR or compliance schemes.

- EPR can be the **bridge between production & waste management phase** and includes not only recycling but also support and information about design for environment.

- An EPR system can be one of the ways to bring all stakeholders involved with for example packaging and packaging waste together.
The role of EPR for packaging in a circular economy

Packaging cycle

Contract agreements

Financed by fees

EPR Packaging Recovery Organisation

Filler/bottler

Packed product

Consumer

Retail trade

Local Authority’s Waste and/or Management Company Collection & Sorting

Recycling/recovery

Sorting

Material for new products

New products

Packaging manufacturer

EPR Packaging Recovery Organisation

Material for new products

Recycling/recovery

Sorting

Local Authority’s Waste and/or Management Company Collection & Sorting

Packaging manufacturer

EPR Packaging Recovery Organisation

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Overall Recycling Performance in 2014

EUROSTAT (without Croatia but with Norway)
What do the front runners have in common?

- The top performers have established a very convenient infrastructure for the *(separate) collection* of household packaging for and in the interest of their inhabitants.
- Most top performers have introduced *additional economic instruments* like landfill ban, landfill taxes and PAYT.
- Most top performers put a lot of emphasis on the *quality* of the collected materials and work to reduce impurities.
- Most top performers have *clear rules* who is responsible for what within the EPR system, organizational and / or financial plus *strong enforcement* by the authorities.
When is EPR successful?

• EPR does not solve all your problems. **It is one 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
• EPR allows a **constant and consistent source of funding** that is not totally reliant on government funding
When is EPR successful?

- Therefore, legislation has to clearly fix the rules and responsibilities for each actor to avoid confusion and conflict of interests.
- BUT, enforcement and a commitment to provide resources on the part of national and local level governments is essential otherwise the whole thing fails.
- Running an EPR system is also a matter of public interest with long term goals and investments and not for short profit.
Contact

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• 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 – 09/16 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 - .... Member of the Global Producer Stewardship Council Advisory Council (Australia)
• 04/15 - .... Member of the Product Stewardship Institute Advisory Panel (Boston, US)
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