

**CT Task Force
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Inspiring
Packaging
Recycling

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



Extended
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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 taxpayer toward 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



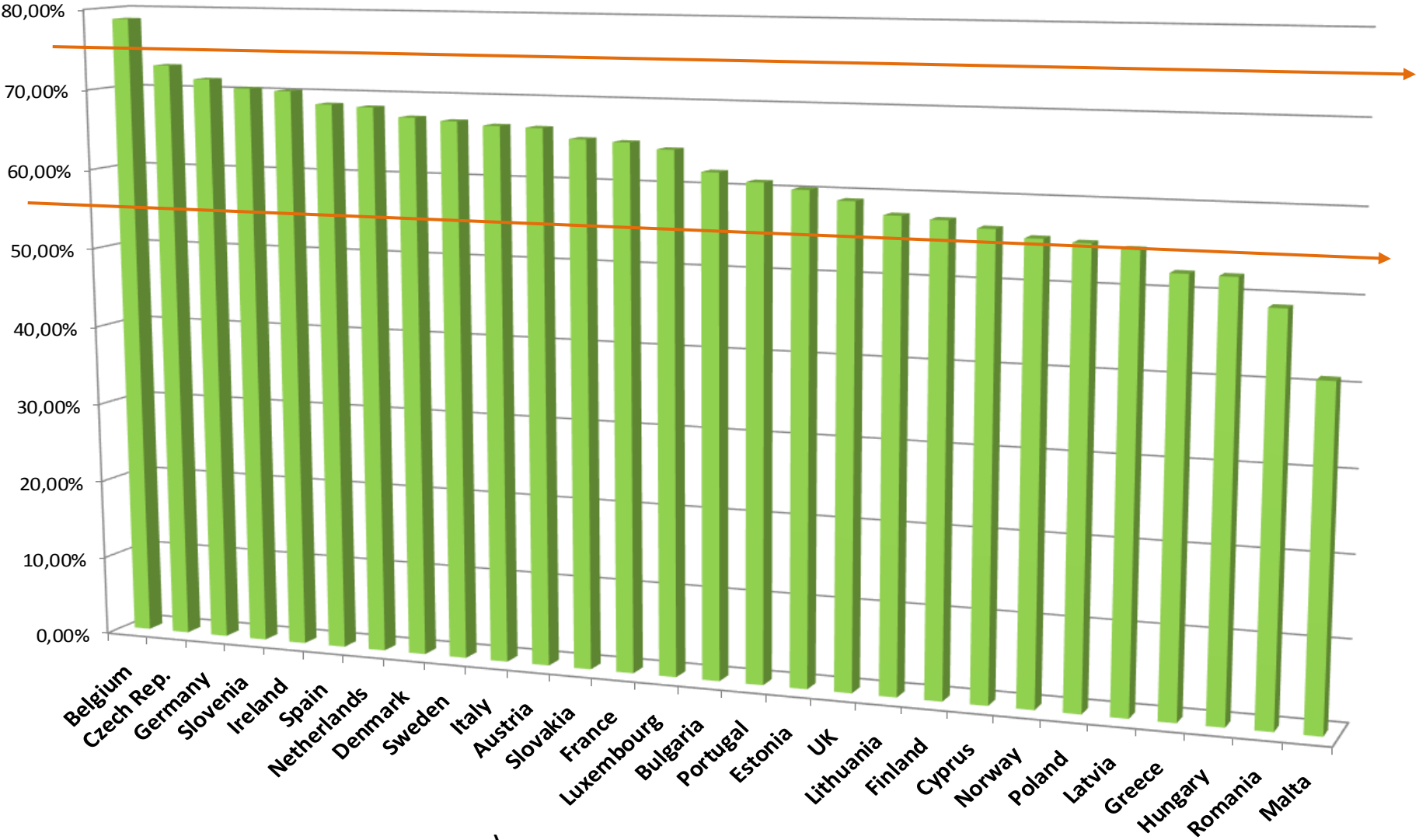
Contract agreements



Financed by fees



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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Expira

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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 – 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)



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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