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PRO EUROPE 33 Members



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Editorial

Dear readers,

Welcome to this third edition of PRO EUROPE Newsletter! Once again, great contributions from our members, a number of interesting EU developments and some very positive news about PRO EUROPE activities make for this edition to be – hopefully – as pleasant as is the return of spring, with longer and sunnier days and a generally improved mood all around us!


As an ever-evolving instrument, the newsletter features for the first time a new section courtesy of our friends from StewardEdge: the North-American corner. This new section is intended to provide us with a regular update on key evolving issues in North America.

Enjoy reading and do contribute with feedback and stories!

Kind regards,

Joachim Quoden
Managing Director of PRO EUROPE

At a glance...

 Is a better outlook possible for the upcoming PRO EUROPE Congress?

We are just entering the last six month countdown towards our upcoming Congress, Green Dot 2010: Green Economy in Action. Steady progresses have been made on many fronts (...)

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 EPR Legislation Gaining Traction in the USA

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 Memorandum Product
Carbon Footprint (PCF)

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The Memorandum describes the key aspects of methodological standardization and presents practical recommendations (...)

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 Environment Commissioner puts resource efficiency high on its mandate's priorities

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IN FOCUS

Is a better outlook possible for the upcoming PRO EUROPE Congress?

Green Dot 2010: Green Economy in Action

We are just entering the last six month countdown towards our upcoming Congress, *Green Dot 2010: Green Economy in Action*. Steady progresses have been made on many fronts since we last updated you in these very columns.

The **Congress Working Group** last met at the beginning of March and dedicated a large part of its session's efforts to fine-tune the programme and targeted speakers list. As a result of this collective work, the programme is now as close to final as can be (taking into account the unavoidable adaptation to last-minute cancellations).

Not only has the programme been finalised, virtually all targeted speakers have been invited already. We are also very pleased to say that **most of the invited speakers have already confirmed their participation**. This is a very encouraging sign that the Congress's programme resonates very well with and is relevant to the agendas of both our industry partners and policy- and decision-makers, be it at national or EU/international level.

We would also like to share with you another cause for great satisfaction: we have just obtained for the Congress the **high patronage of Mr. Janez Potocnik, the EU Commissioner for the Environment**, and have good hopes that he will be present and deliver opening remarks on the first day of the Congress. With resource efficiency one of the three guiding principles of his five-year mandate, the EU Commissioner is sending a strong signal to our industry that we have a great role to play in achieving the shift towards a Green Economy. Joke Schauvliege, the Belgian Environment Minister and Chair of the Environment Council during the upcoming Belgian

Presidency of the EU, has also accepted to deliver opening remarks at the Congress. We are also seeking the **patronage of the Belgian Presidency of the EU** for the Congress and hope to get a positive answer on this front soon.

Another great development is that the **PRO EUROPE Congress website** is now live. A wealth of information, including a detailed programme with session descriptions, and a lot of practical information is already available. The website's content will be enriched with further content, such as speakers' information and registration functionality in the coming weeks and months, so watch [this space!](#)

Last but not least, the cooperation with our friends from EUROOPEN has been and is being excellent on the co-organisation of the **pre-congress seminar *Packaging 2020: Cradle to Cradle Management***. The programme has also been finalised and most speakers are already confirmed. We have received very positive feedback already and a great number of people have expressed their interest in participating. More details about the seminar can be found on the PRO EUROPE Congress website [here](#).

No doubt there is still a lot of work ahead of us, but the achievements so far are very encouraging and our expectations for the Congress to be a true success are very high! But at the end of the day, success will be measured by participation, so **we count on our members to come to Brussels and bring along a fair amount of enthusiastic people in their delegations**. In this respect, we would definitely encourage our members to start forming their delegations now if they have not done so yet. Online registration will soon be available on the website. Travelling and accommodation arrangements also need to be planned early....and places to the Congress are limited. Don't take chances!

PRO EUROPE members' news



ARA awards its customers with climate certificates for saving 600,000 tons of CO2 equivalents in 2009

“Many of our customers just don't know how much positive impact the separate collection and recovery of packaging waste has on the environment. By awarding ARA climate certificates, we want to raise awareness of this impact, while at the same time recognizing companies that contribute to climate protection by licensing their packaging waste with ARA”, says ARA CEO Christoph Scharff.

The climate certificates provide an added value to ARA's clients: The companies have written proof of the specific reduction of CO2 equivalents they achieved through recovering their packaging waste, and they can communicate these figures in their sustainability reports



and PR activities.

Positive environmental effects

The separate collection of packaging waste helps reduce CO2 emissions: Paper, plastic, glass, metal and wood packaging are recycled into secondary raw materials, and packaging waste is used as a secondary source of energy, thus saving

fuel oil. These positive external environmental effects are slightly diminished by the CO2 emissions generated by the collection vehicles, the thermal treatment and the resource consumption at the ARA office.

On balance, the separate collection and recovery of packaging waste in Austria cuts emissions by 600,000 tons of CO2 equivalents per year.

Collection volumes remain high despite the economic crisis

In the crisis year 2009, Austrian households continued to collect large volumes of packaging waste: ARA's overall performance edged down by just 0.2 % to 820,000 tons (of this, light-weight packaging accounted for 204,000 tons, metal for 41,000 tons, paper for 340,000

Licensed volumes increased in first quarter 2010

Members of the joint Clearing Board: Positive Signal for preserving the industry-financed system for packaging recovery in Germany.

The nine packaging recovery organizations currently competing in the German market have registered their license volumes for the first quarter of 2010. There are positive signals regarding the development of the licensed volumes especially for light weight packaging. Obviously, the public appeals toward industry and retail regarding the necessity of registering additional packaging to secure the financing are bearing fruit. The volume for the first quarter 2010 exceeds that of the same period in 2009 by roughly five percent.

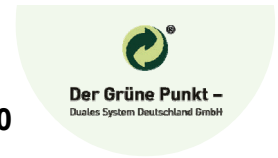
DSD market share in lightweight packaging has decreased - this is mainly due to increased volumes registered by competitors into the clearing board.

The numbers for the second quarter of 2010 will be published in the beginning of April. DSD is expecting the other market participants to continue the positive trend toward increased license volumes, so as to further stabilize the privately organized, cost effective and competitive system for packaging recycling in Germany.

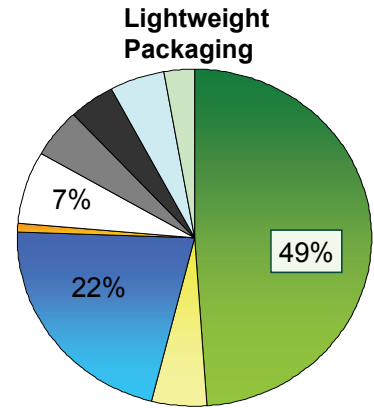
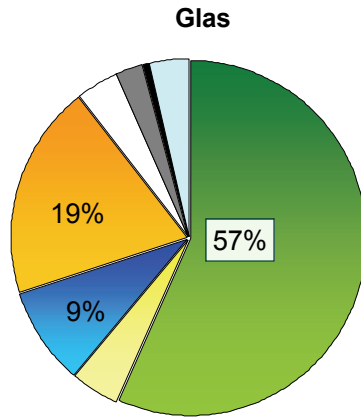


Der Grüne Punkt –
Duales System Deutschland GmbH

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Overview: Market share of dual systems in Germany, first quarter 2010



Source: DSD, Joint Clearing Board, 1. Quarter 2010. Shares of Vfw Glas, Eko-Punkt LwP below 1%, no volume declared by Veolia for Glas

- DSD
- Eko-Punkt
- Vfw
- Landbell
- Redual
- Zentek
- ISD
- Belland Dual
- Veolia



Memorandum Product Carbon Footprint (PCF)

The German Federal Ministry for the Environment has published key positions on the carbon footprint and how to communicate it.

The Memorandum describes the key aspects of methodological standardization and presents practical recommendations detailing how these points can be addressed in the calculation of product carbon footprints in a transition period until international standards become available.

The Memorandum also discusses the key positions with regard to communication of the PCF that arise from experience with the calculation methodology.

Ambitious climate targets can only be met through a massive, worldwide reduction in greenhouse gas (GHG) emissions. If this is to be achieved there must be major changes in products and consumption patterns - in product development, production and marketing as well as in product use. To identify ecologically and economically efficient ways of progressing towards this target, it is essential to analyse the climate impacts of products and consumption patterns.

Worldwide there is a large number of state-run and privately organized product labelling schemes and several dozen PCFs have been published (e.g. by the PCF Pilot

Project Germany1). From this, the Memorandum identifies two key issues:

Firstly, there is an urgent need for developing internationally binding, harmonized standards and guidelines for the methodology of the product carbon footprint.

Secondly, the purpose and usefulness of CO2 labelling is viewed very differently by the various stakeholders.

There are recommendations for further action such as:

- transparent documentation of PCF's, accompanied by conducting of critical reviews
- identifying and prioritizing product groups for which the PCF is a good indicator for assessment of climate and environmental relevance
- work on communication forms other than labels, in order to raise awareness of the climate-relevance of consumption and exploit reduction potentials on the use side.

“CONAI. Da cosa rinasce cosa” - “CONAI. One thing leads to another”



This new slogan has been the foundation for the latest advertising campaign launched by CONAI, the National Packaging Consortium. This motto will be the common thread that ties together all of CONAI's efforts to keep Italian citizens informed about packaging waste recycling.

Is “One thing leads to another”, simply a claim or a modern interpretation of the Lavoisier law of conservation which states that matter cannot be created nor destroyed? CONAI's new advertising campaign, which has recently been launched, was introduced using the former statement. The goal of the campaign is to speak to Italians and to help them to see separated waste collection as a starting point for the entire packaging waste recycling process: the continuous rebirth of steel, aluminum, paper, wood, plastic and glass. All this rebirth is possible thanks to the involvement of citizens, public entities and operators in a virtuous cycle which allows us to save resources, protect the environment and to keep pace with the times.

This communications campaign has been developed, in light of the mission of CONAI, to further promote the culture of recycling as well as to make citizens more aware of recycling and the results that have been achieved to date in Italy.

The TV spot was on air for the first time in November of last year. The spot opens with a scene where various family members are standing on one side of a glass window curiously observing the “babies” in the nursery. On the other side of the glass, in the nursery, the nurses move around checking on the “newborns”. One

of these nurses moves closer to the glass divider with a newborn, in this case “the reborn”: cradled in her arms is a beautiful new coffee maker made of recycled aluminum. The scene then shifts to let the viewer see the many “reborns”: a beautiful new glass vase, a fancy cardboard notebook, a shiny steel pan, a warm fleece sweatshirt and a very practical coat rack made of wood. All, obviously reborn.

It is a story that speaks to environmental awareness and the saving of resources, but also one that, using light-hearted humor and irony, speaks to everyone from young to old.

In 2010, CONAI will reuse and reinforce this message of rebirth in all of the communications materials and activities sponsored by the Consortium.

The purpose of this campaign was to spread a positive message about recycling and to emphasize the tangible results that can be achieved. In over ten years of operation in Italy, CONAI has guaranteed the recovery of almost 70% of all packaging waste, of which 59% has been recycled with the remaining portion being used for energy production. In over ten years, the quantity of recycled material has been doubled while the waste disposed of in waste dumps has been cut in half.





The North American corner



EPR Legislation Gaining Traction in the USA

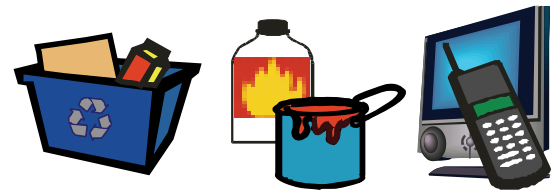
U.S. states have recently experienced a rapid expansion in the adoption of EPR programs and in the introduction of legislation. In 2006, only fifteen states had any kind of EPR legislation in place; since then, sixteen additional states have adopted this framework for one or more material management programs. There are now a total of forty-nine laws establishing EPR as the guiding principle for material management in the U.S. In 2010 alone, eighteen states are considering forty different bills.

EPR legislation in the U.S. tends to focus on a single material at a time. Of the forty pieces of pending legislation, a full thirty-five of them manage a single material.

However, recent developments suggest

that wider EPR framework laws - establishing the principle as official state policy with the responsibility for designating programs for multiple materials over time - may be gaining traction. On March 17, 2010, Maine became the first American state to sign into law a full EPR framework. A copy of the law can be found [here](#)

While the bill essentially outlines a process by which materials may be designated in the future, it is already being touted by some NGO and state officials as an important step toward EPR in the USA. Framework legislation is also being considered in four other states, including Vermont (see below).



North American jurisdictions re-evaluating most effective approaches to managing beverage containers

A series of recent developments indicate that decision-makers are re-evaluating the effectiveness of current approaches to beverage container recovery. A number of jurisdictions are considering repealing existing bottle bills; others are supplementing multi-material household collection programs with enhanced recycling in commercial locations and public spaces in order to maximize recovery rates.

Bottle Bill Repeal

There are currently Bottle Bills (also known as "container deposit laws") in eleven States. In January of this year, Delaware's Governor announced a plan to eliminate the state's refundable 5-cent deposit on beverage containers, and replace it with a nonrefundable levy that would go toward curbside recycling. Similarly, Vermont's recently introduced "Extended Producer Responsibility Act of 2010" ("VEPRA"), mentioned above, would repeal the Vermont Bottle Bill and replace

it with an extended producer responsibility requirement for all stewards of printed paper and packaging, with curbside collection in municipal areas and state wide drop-off programs as the preferred avenues for material recovery.

In Canada, all jurisdictions, with the exception of Ontario, Manitoba and Nunavut, have some form of deposit system for beverage containers. In Quebec, beer and carbonated soft drink containers are on deposit, while many other beverage containers are not subject to the deposit law and collected in the curbside program. As in Vermont and Delaware, the newly released draft Waste Management Policy contemplates the removal of the deposit system in Quebec.

Enhanced Beverage Container Collection Through Other Means

As 30% or more of beverage containers are collected or disposed outside the home,

(Continued from page 6)



some jurisdictions are looking to complement existing multi-material curbside programs with specific initiatives targeted at collecting those containers. In Manitoba, a new voluntary not-for-profit industry association, the Canadian Beverage Container Recycling Association (CBCRA), is preparing to help the Canadian province meet its target of 75% recycling for beverage containers through an intensive container collection program for beverages consumed “away-from-home”. CBCRA will fund and manage a province-wide public space recycling (parks and streetscapes), events and concerts, restaurants, convenience stores, gas stations, government buildings

and institutions, universities and schools. Quebec has been running a similar away-from-home recycling program voluntarily funded by industry for the past three years.



EU POLICY DEVELOPMENTS



Environment Commissioner outlines mandate's priorities and roadmap approach, stressing resource efficiency as key



Environment Commissioner Janez Potočnik was received in the European Parliament's Environment Committee on 6 April for an exchange of views with MEPs on his vision for environmental policy and how he intends to put it into practice during his mandate.

He outlined his work roadmap for the next three years. Most relevant to our sector, he announced that for 2011, focus will be on **turning Europe into a resource-efficient economy**. In this context, in addition to existing instruments, The Commissioner intends to gather support for and agreement on an umbrella initiative

which will cover the following objectives:

- to advance more sustainable **consumption and production patterns**,
- to adjust **relative prices** to reflect the true value of our resources,
- to **increase demand** for green products and technologies through public procurement,
- to better understand the **ecological footprints** of products throughout their 'life',
- to further **substitute the worst performing products** on the market, and,
- to **exploit the potential of waste and recycling** policy; a source of secondary raw material and a replacement for natural resources.

This policy speech left no doubt about the importance the Commissioner sees in resource-efficiency and waste recovery and recycling as key contributors to the shift towards a green economy, revealing great concordance with PRO EUROPE's position and a perfect match with the upcoming PRO EUROPE Congress theme *Green Economy in action!*



European Commission led to launch study into possible European refund system for aluminium beverage cans

The European Commission is about to launch a **pilot study on a European "refund" or deposit system for metal beverage cans**. An open call for tender will shortly be issued for the performance of a study on ways to set EU standards for harmonising steel and metal can refund schemes across Europe.

The initiative for such project was not the Commission's but the Parliament's. Under the general budget of the European Communities, the European Parliament is allowed to ask for studies to be funded on a series of issues of relevance. Danish liberal **MEP Anne Jensen** has requested for the European Commission to make a study assessing the opportunity to launch a pilot project on a *European refund system for aluminium beverage cans* that has been accepted.

The initiative originates from a **Danish-German trans-border issue** whereby Danish consumers come to buy alcohol in Germany to avoid the Danish alcohol deposit premium. The problem is that these cans do not fall in either the German or Danish deposit schemes and are therefore not collected as they should.

The initiative has been criticised from several sides including ours. Pro Europe's Gen-

eral Manager Joachim Quoden notably raised with the Commission that failing to include other packaging materials the project's scope was too limited. The Commission packaging officer agreed and furthermore regretted that the project's binding time-frame (the project should start by the end of the year) would necessarily translate into further delays to the publication of the long awaited guidance document on packaging definitions initially scheduled for after the summer break.

PRO EUROPE met with the MEP from whom the initiative originated and was able to successfully put forward its position against systems such as the deposit mechanisms, which target only a small portion of a given waste stream. **The MEP later admitted that recovery systems might be better than deposit systems** and that the choice of deposit system in Denmark was perhaps ideological and cultural rather than practical. "There are many ways that you can do this - right from a common deposit system, which I don't believe in, to recovery systems which many claim are the most efficient. I really don't care; I just don't want to see the cans in nature.", the MEP concluded.



End-of-waste criteria work progresses with first draft Regulation on metal scrap discussed at TAC meeting

The last TAC meeting took place on 4-5 March 2010. During the meeting, a **working paper (pre-draft) on EoW criteria for metal scrap** was presented and discussed. Other EoW criteria (glass and paper) were also discussed but without working paper. The Commission is currently collecting Member states feedback on metal scrap EoW criteria in view of incorporating them in a consolidated draft. It is still unclear whether adoption will take place at a forthcoming TAC meeting or via written procedure. The date for the following TAC meeting has not been confirmed yet but is likely to be on 21 June or 16 September.

The applicable procedure is the regulatory procedure with scrutiny, which lets Parliament and Council a period of three months to endorse, invalidate or ask modification to the TAC/Commission decision. It is however complicated by the fact that **end-of-waste criteria will be subject to WTO notification**. The first series of EoW criteria could be

finalised by mid-2010. As for plastics and textiles waste streams, they have not been examined yet because they are more complicated. EoW criteria for these should nevertheless be ready end of 2010, beginning of 2011.

The latest TAC meeting was also the occasion to discuss other possible EoW criteria in the future. **Fuels derived from waste** were specifically looked into as several Member states have notified national end-of-waste criteria for these. The Commission indicated that it had no clear intention in this respect at the moment but would conduct a **preliminary study in 2010** to inquire whether or not fuels derived from certain waste streams were suitable for the development of end-of-waste criteria in line with the WFD's objectives and legal conditions of Article 6(1) WFD. Acknowledging the need for further discussion, the Commission invited Member states to submit comments and proposals by the end of April 2010.