



# RecyClass Unwrapped

## Role of EPRs for plastics circularity

Moderated by  
Paolo Glerean | Head of Sales and Marketing of  
Aliplast | RecyClass Chairman

20 October 2021

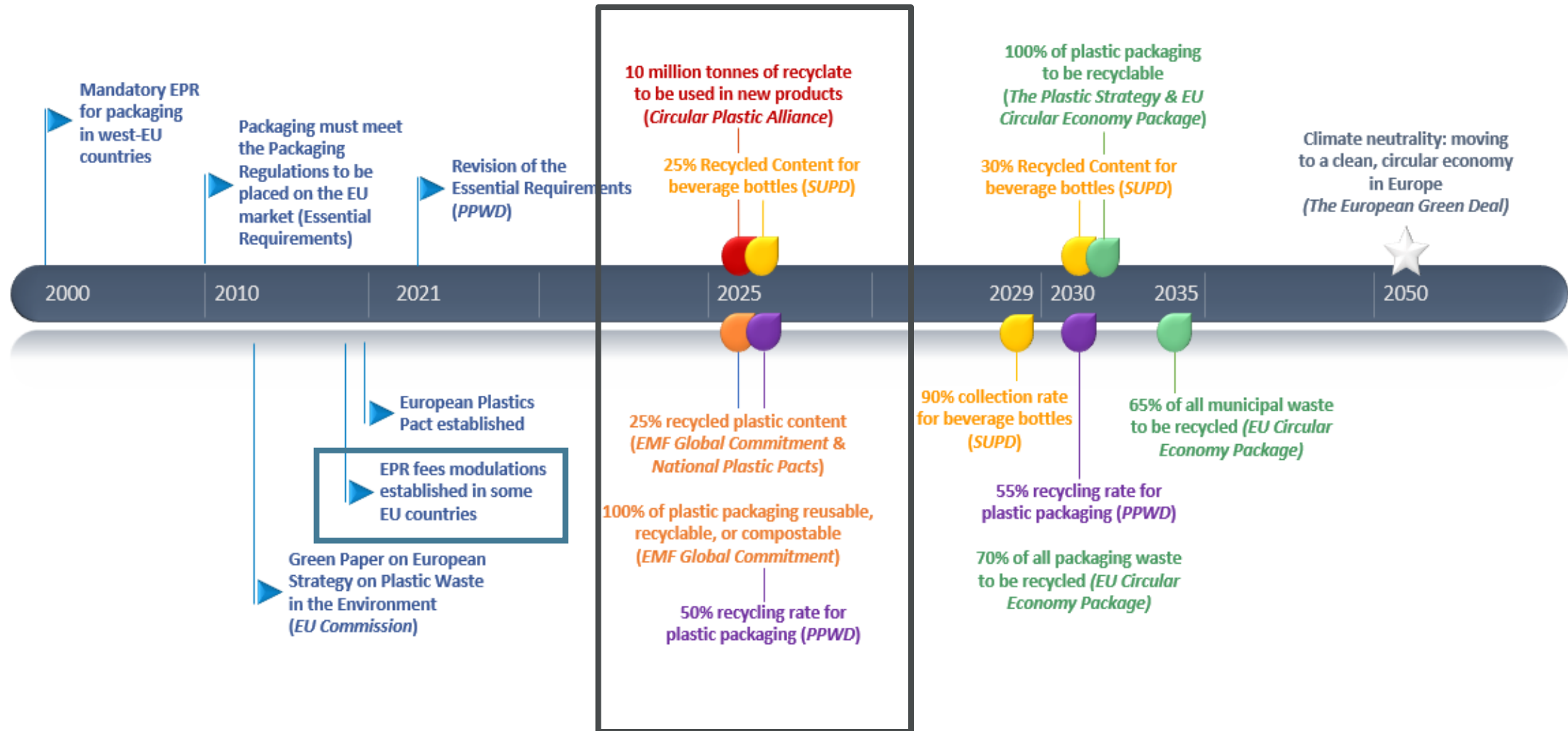
RecyClass

# RecyClass

THE KEY ROLE OF EPRs  
TO ACCELERATE THE  
TRANSITION THROUGH  
THE CIRCULARITY

Fabrizio Di Gregorio, Technical Director, Plastics Recyclers Europe  
[fabrizio.digregorio@plasticsrecyclers.eu](mailto:fabrizio.digregorio@plasticsrecyclers.eu)  
RecyClass Unwrapped Webinar – 20/10/2021

# RecyClass | THE PLASTIC CIRCULARITY JOURNEY



# RecyClass

RECYCLING IS POSSIBLE ONLY IF THE  
SUPPLY CHAIN EXISTS





# RecyClass



## RECYCLABILITY

- Testing Protocols
- DfR Guidelines
- Recyclability Methodology
- Online-Tool
- Recyclability Certifications

## RECYCLED CONTENT

- Recycled Plastics calculation (controlled blending approach)
- Recycled Plastics Traceability Certification

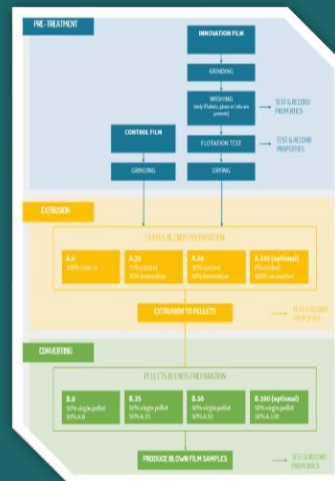
✓ Trustworthy Logos and Use of Claims Guidance document

# RecyClass | HARMONIZATION

- **Harmonised Evaluation Protocols and Design Guidelines are essential to:**

- ✓ Provides clear direction for design for recyclability policies within brands;
- ✓ Strengthens and gives credibility to the message;
- ✓ Provides for effective communication with stakeholders.

# RECYCLABILITY EVALUATION PROTOCOLS



- **Lab testing** of innovative plastic packaging vs control material
- Comparison of properties
- **Technology/Product Approval**

## DESIGN FOR RECYCLING GUIDELINES

RelyClass		PE TRANSPARENT FLEXIBLE FILMS FOR Household and Commercial Packaging					
		YES - FULL COMPATIBILITY	CONDITIONAL - LIMITED COMPATIBILITY	NO - LDG COMPATIBILITY			
CLASS HISTORY		A-B	B-C	D-E-F			
DESCRIPTION (See Product)		Materials that blend the products with no negative impact	Materials that prevent the product from being used in certain conditions are not used	Materials that inhibit the product's use			
		Materials that have been tested (see below) are acceptable in PE packaging	Materials that have been tested (see below) are acceptable in PE packaging	Materials that have not been tested (see below) are not a good fit for packaging with PE			
MATERIAL COMPOSITION		PE Ld, PE Ld/LD, PE HD	High-Density PE (HD) <u>50-75%</u> LD and PE Ld/LD <u>&lt; 75%</u>	High-Density PE (HD) <u>&gt; 75%</u> or other polymer (e.g., PET, PET-MD, L)			
		A carbon PE content is less than 10%	A carbon PE content is <u>&lt; 75%</u>	A carbon PE content is <u>&lt; 75%</u>			
		No polypropylene or polyolefin	LD and PE Ld/LD are acceptable	A carbon PE content is <u>&lt; 75%</u>			
		A-M or C-M is not used in combination	A-M or B-M is not used in combination	A-M or B-M is not used in combination			
SIDE PROPERTIES (See Product)		A-M or C-M is not in PE Ld or PE Ld/LD	A-M or B-M is not in PE Ld or PE Ld/LD	A-M or B-M is not in PE Ld or PE Ld/LD			
		A-M or C-M is not in PE Ld or PE Ld/LD	A-M or B-M is not in PE Ld or PE Ld/LD	A-M or B-M is not in PE Ld or PE Ld/LD			
BARRIER		Active in the polymer matrix	Active in the polymer matrix	Active in the polymer matrix			
		Not active in the polymer matrix	Not active in the polymer matrix	Not active in the polymer matrix			
ADDITIONS		Additives that do not increase the density (higher than 0.971 g/cm <sup>3</sup> )		Additives that do not increase the density (higher than 0.971 g/cm <sup>3</sup> )			
CLOSURE SYSTEM		PE Ld, PE Ld/LD, PE HD	PE	Metal, aluminum, PET, PET-MD, PE, paper, glass, bamboo with density < 1.4 g/cm <sup>3</sup>			
LABELS, LABELING VALUES		PE Ld, PE Ld/LD, PE HD	PE, removable aluminum labelings	Metal, aluminum, PET, PET-MD, PE, paper, glass, bamboo with density < 1.4 g/cm <sup>3</sup>			
LABELS		PE	PE, paper without textured linings	Metal, aluminum, PET, PET-MD, PE, paper, glass, bamboo with density < 1.4 g/cm <sup>3</sup>			
ADDITIONS FOR LABELS		Water soluble or water-repellent at less than 10°C		Metal, aluminum, PET, PET-MD, PE, paper, glass, bamboo with density < 1.4 g/cm <sup>3</sup>			
		Not used	Not used (conforms to ECHA guidelines)	Metal, aluminum, PET, PET-MD, PE, paper, glass, bamboo with density < 1.4 g/cm <sup>3</sup>			
SHEET FORMS		Uniaxial, biaxial	Uniaxial, biaxial	Metal, aluminum, PET, PET-MD, PE, paper, glass, bamboo with density < 1.4 g/cm <sup>3</sup>			
OTHER FEATURES		PE Ld, PE Ld/LD, PE HD	PE Ld, PE Ld/LD, PE HD	Metal, aluminum, PET, PET-MD, PE, paper, glass, bamboo with density < 1.4 g/cm <sup>3</sup>			
RECYCLING CONTENT		PE Ld, PE Ld/LD, PE HD	PE Ld, PE Ld/LD, PE HD	Metal, aluminum, PET, PET-MD, PE, paper, glass, bamboo with density < 1.4 g/cm <sup>3</sup>			
No change in the recyclability assessment. A separate "Recycled Content" Transparency Labeling based on a Chain of Custody approach is available for RelyClass							
Downgrading resulting from the RelyClass assessment. If the use is incompatible (due to the use of the PE packaging or because of high incompatibility in the design)							

Page 10 of 10

- Design guide & recommendations for plastic packaging
- Design for Recycling (DfR) Guidelines transposed in the tool
- Assessing **overall recyclability** of a finished package

# RecyClass | ECO-MODULATION

## Fact-based DfR guidelines are key for a reliable eco-modulation

RecyClass

### PE COLOURED FLEXIBLE FILMS for Household and Commercial Packaging

	YES - FULL COMPATIBILITY	CONDITIONAL - LIMITED COMPATIBILITY	NO - LOW COMPATIBILITY
CLASS RANKING*			
DESCRIPTION (Test Protocol)	A-B  Materials that passed the testing protocols with no negative impact OR materials that have not been tested (yet), but are known to be acceptable in PE recycling	B-C  Materials that passed the testing protocols if certain conditions are met OR materials that have not been tested (yet), but pose a low risk of interfering with PE recycling	D-E-F  Materials that failed the testing protocols OR materials that have not been tested (yet), but pose a high risk of interfering with PE recycling
MAIN MATERIAL	PE-LD, PE-LLD, PE-HD	Multilayer PE/PP with PP ≤ 5%	Multilayer PE/PP with PP > 5%; Any other polymer (e.g. PET, PVC, etc.)
MATERIAL COMPOSITION	A when PE content is > 95%; B when PE content is > 90%	C when PE content is > 70%	D when PE content is > 50%; E when PE content is > 30%; F when PE content is < 30%
COLOURS	light colours; translucent colours	NIR-detectable dark colours (Sorting test)	Non NIR-detectable dark colours
SIZE	> A4 or > 50 x 50 mm once compacted	< A4 format or between 20 x 20 and 50 x 50 mm once compacted (Sorting test)	< 20 x 20 mm
PRODUCT RESIDUES (Easy to Empty index)	A if the index is < 5%; B if the index is < 10%	C if the index is < 15%	D if the index is < 20%; E < if the index is < 25%; F if the index is > 25%
BARRIER	Barrier in the polymer matrix; SiOx and AlOx without additional coatings	< 5% EVOH (in polyolefinic combination film); metallized layers without coatings; EcoLam High Plus; VQ+ LLDPE; <15% PA 6/66 copolymer with melting temperature < 192 °C and incorporating minimum 10% PE-g-MAH tie layers	> 5% EVOH (in polyolefinic combination film); Any other PA; barrier layer PVC, PVDC; any other barrier layer; foaming agents used as expanding chemical agents; aluminium
ADDITIVES	Additives that do not increase the density higher than 0,97 g/cm³		Bio-/oxo-/photodegradable additives Additives that do increase the density higher than 0,97 g/cm³ (CaCO₂, talc, glass fibers, etc.)
CLOSURE SYSTEM	PE-LD, PE-LLD, PE-HD	PP	Metal, aluminium, PVC, PET, PETG, PS, PLA, non PO or foams with density < 1 g/cm³
LINERS, SEALS AND VALVES	PE-LD, PE-LLD, PE-HD	PP, removable aluminium liddings	Metal, aluminium, PVC, PET, PETG, PS, PLA, foiled paper, non PO or foams with density < 1 g/cm³
LABELS	PE	PP, paper labels without fiberloss	Metallized labels, any other; paper labels with fiberloss
ADHESIVES FOR LABELS	Water soluble or water-releasable at less than 60°C		Adhesives non-soluble in water or non-releasable in water at less than 60°C
INKS	No inks	Non-toxic (according to EUPIA guidelines)	Inks that bleed; Toxic or hazardous inks.
DIRECT PRINTING	Laser marked print; Printed production or expiry date; printing covering < 50%**	printing covering > 50% **	
OTHER ATTACHMENTS	PE-LD, PE-LLD, PE-HD	PP	Metal, aluminium, PVC, PET, PETG, PS, PLA, paper, foams with density < 1 g/cm³
RECYCLED CONTENT	No change in the recyclability assessment. A separate 'Recycled Content Traceability Certification' based on a Chain of Custody approach is available with RecyClass		

No change in the recyclability assessment. A separate 'Recycled Content Traceability Certification' based on a Chain of Custody approach is available with RecyClass

Last update - June 2021

### RECYCLABILITY CLASSES



#### CLASS A

The packaging does not pose any recyclability issues and the recycled plastics can potentially feed a closed-loop scheme to be used in the same quality application.



#### CLASS B

The packaging has some minor recyclability issues that slightly affect the quality of the recycled plastic generated. However, majority of recycled plastics from this packaging can still potentially feed a closed loop.



#### CLASS C

The packaging presents some recyclability issues that affect the quality of the recycled plastics or lead to material losses during recycling. In the first case the recycled plastic could be used in a cascade open-loop scheme, whereas in the latter case the plastic could potentially feed a closed loop scheme.



#### CLASS D

The packaging has significant design issues that highly affect its recyclability or imply large material losses. In both cases the recycled plastic can only be fed into low-value applications (i.e. the packaging will be downcycled).



#### CLASS E

The packaging has major design issues that jeopardize its recyclability or imply severe material losses. The packaging is not considered recyclable and can only be used in incineration with energy recovery.



#### CLASS F

The package is not recyclable at all, either because of fundamental design issues or a lack of specific infrastructure for collection, sorting and recycling in EU28+2.

\* Class ranking resulting from the RecyClass assessment. B class is reported two times because of the 90-95% amount of PE in the packaging or because of slight incompatibilities in the design.

\*\* temporary solution

# RecyClass | CERTIFICATION

## DESIGN FOR RECYCLING GUIDELINES

RecyClass PE TRANSPARENT FLEXIBLE FILMS for Household and Commercial Packaging		
YES - FULL COMPLYABILITY	CONDITIONAL - LIMITED COMPLYABILITY	NO - LOW COMPLYABILITY
A-B	B-C	D-E-F
<p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p>	<p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p>	<p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p>
<p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p>	<p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p>	<p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p> <p>Material must be made of 100% recycled plastic (PET, PE, PP, PS, etc.)</p>

- Design guide & recommendations for plastic packaging
- Design for Recycling (DfR) Guidelines transposed in the tool
- Assessing **overall recyclability** of a finished package

## RECYCLASS TOOL



- Recyclability Self-Assessment
- RecyClass Team support

## RECYCLABILITY CERTIFICATION

RecyClass

RECYCLABILITY RATE CERTIFICATE

THIS CERTIFIES THAT

PRODUCT NAME  
BRAND NAME  
LEGAL COMPANY NAME AND ADDRESS

The product and equivalent products listed in Annex I were assessed and certified according to RecyClass Recyclability Methodology (version 1.0) and Design for Recycling Guidelines (Feb. 2021), hereby obtaining the following recyclability rate and class:

90%  
RECYCLABILITY

The value represents the proportion of material in the packaging that is recoverable and valuable for the recycling stream.

The certificate and its result are valid for: France, Germany, Spain and Italy

Audit Report and Certificate Registration Code

Date of issue of Certificate

Date of expiration of Certificate

CERTIFIED BY:  
NAME OF AUDITOR  
Title of auditor  
CERTIFICATION NAME  
Certification address

RecyClass is a registered trademark of RecyClass. All rights reserved. RecyClass is a registered trademark of RecyClass. All rights reserved. RecyClass is a registered trademark of RecyClass. All rights reserved.

- Recyclability **Assessment** by recognized Certification Bodies
- Logos + Use of Claims guidance

# RecyClass

## WHAT MAKES A PRODUCT RECYCLABLE ?



The product must be **made with plastic that is collected** for recycling, has market value and/or is supported by a legislatively mandated program.



The product must be **sorted & aggregated into defined streams** for recycling processes.



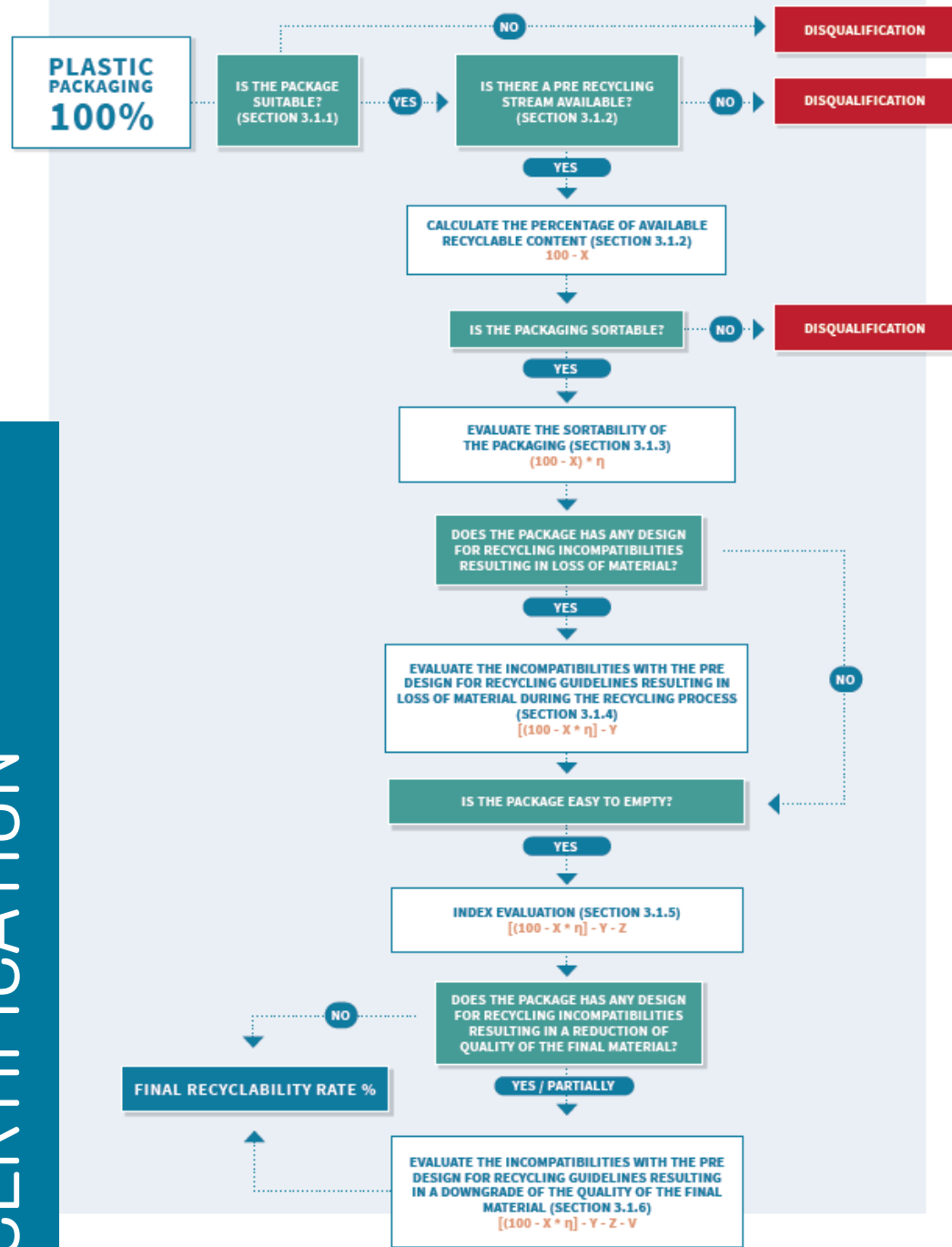
The product **can be processed & reclaimed/recycled** with commercial recycling processes.



The recycled plastic becomes a raw material that **is used in the production of new products.**

# RecyclaSS

# RECYCLABILITY RATE CERTIFICATION



## COLLECTION & LOCAL INFRASTRUCTURE

## SORTABILITY (SORTING PROTOCOL)

## RECYCLABILITY (RECYCLABILITY PROTOCOLS & DFR GUIDELINES)

## END MARKET: ABILITY IN REPLACING VIRGIN PLASTIC

# RecyClass

## RECYCLABILITY RATE CERTIFICATE

THIS CERTIFIES THAT

### PRODUCT NAME

### BRAND NAME

LEGAL COMPANY NAME AND ADDRESS

The product and equivalent products listed in Annex I were assessed and certified according to RecyClass Recyclability Methodology (version 15) and designed for Recycling (codes 1-6) of 14th February 2020, hereby obtaining the following recyclability rate and class:

# 90%

## RECYCLABILITY

The value represents the proportion of material in the packaging that is recoverable and suitable for the recycling stream.



The certificate and its result are valid for: France (Germany, Spain and Italy)

**As the Report and Certificate Registration Code:**

Date of issue of Certificate:

Date of expiration of Certificate:

\* Validity: maximum duration of 60 days after the receipt of the certificate.

**CERTIFIED BY:**

NAME OF AUTHOR

Signature

CERTIFICATION NAME

Certificate address

## RECYCLABILITY RATE ASSESSMENT

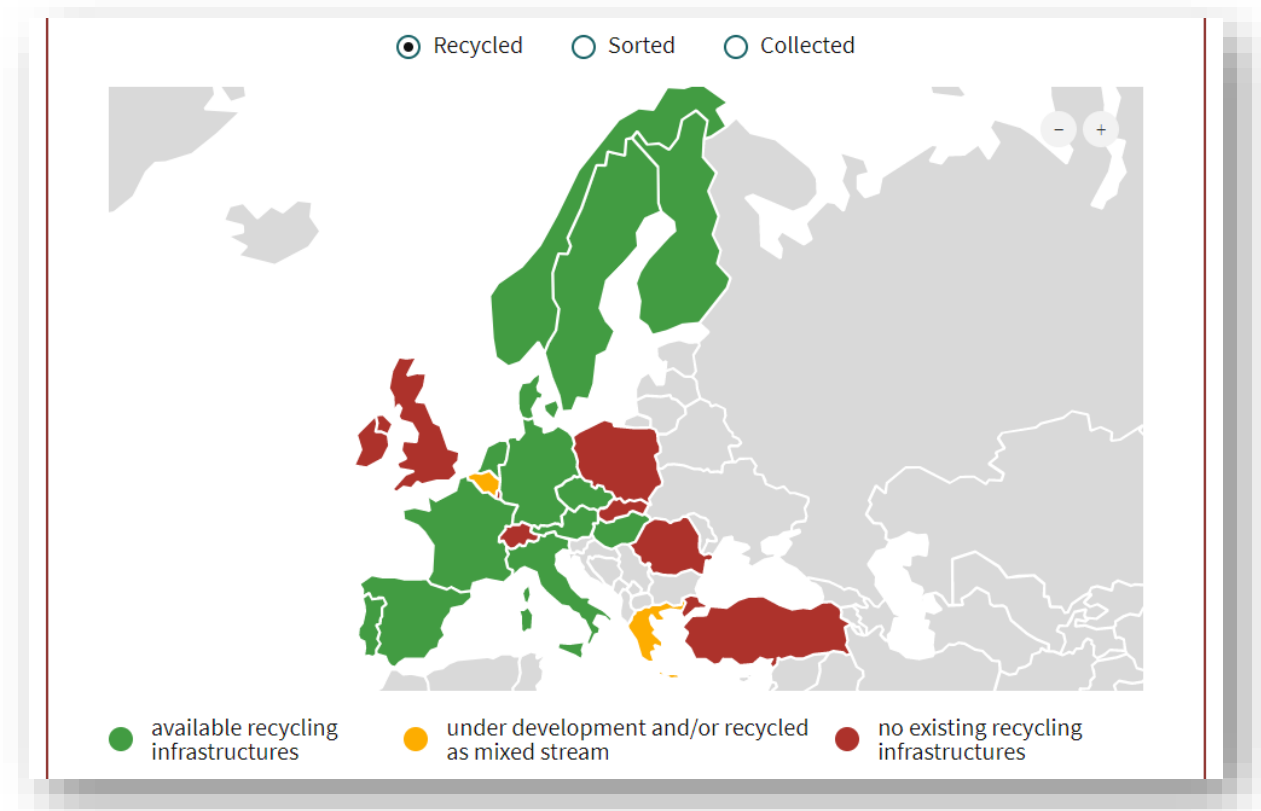
- Use of the RecyClass logo (on-pack, BtC)
- Endorsement of recyclability claims by RecyClass

# RecyClass | DESIGN FOR RECYCLING CERTIFICATION



## DESIGN FOR RECYCLING ASSESSMENT

- Class ranking from A to F
- Sorting and recycling compatibility are evaluated
- Use of the RecyClass logo for BtB and BtC (under limitations)<sup>1</sup>
- Endorsement of recyclability claims<sup>1</sup> by RecyClass



[Detailed information online](#)

1. According to the **Use of Claims Guidance & Logo Use Guidelines** document (NB: the rate assessment will lead to additional claims.)

A graphic consisting of four thick, light blue curved arrows arranged in a circle, pointing clockwise. The arrows are positioned behind the text, creating a circular flow effect.

Thank you for your attention

RecyClass

PLASTICS FUTURE IS CIRCULAR



# EPR as tool for plastic packaging circularity

**Monika Romenska**  
Regulatory & PA Manager



## RecyClass Unwrapped

22 September 2021  
20 October 2021

17 November 2021  
9 December 2021

RecyClass

**8 years** existence

**27** MEMBERS & Partners  
all industry-owned, non-profit

over **HAVE**  
**25**  
YEARS of experience and  
expertise in the  
waste management  
field

over **PROVIDE**  
**200**  
MILLION PEOPLE with packaging  
collection, sorting  
and recycling  
infrastructure

of over **ENSURE RECYCLING AND RECOVERY**  
**20** of packaging every year  
MILLION TONNES

**EXPRA**  
in a nutshell

# EPR's role in a circular economy

Operational  
**AND** financial  
responsibility

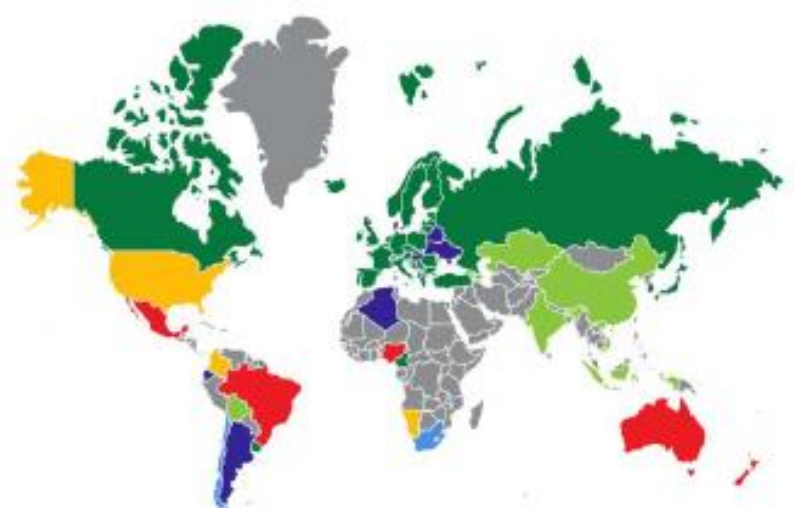


# EPR LANDSCAPE EVOLVING AT FAST PACE

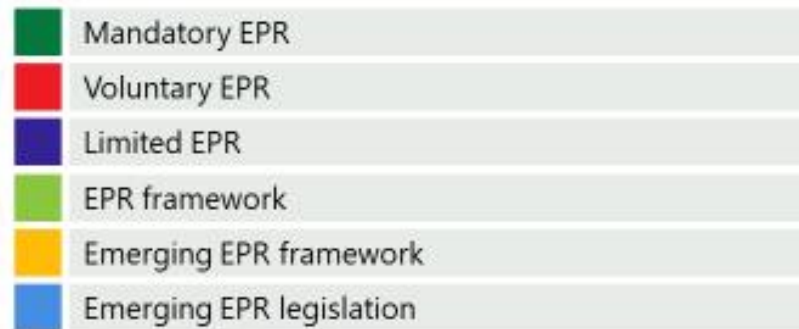
Packaging EPR in 2000



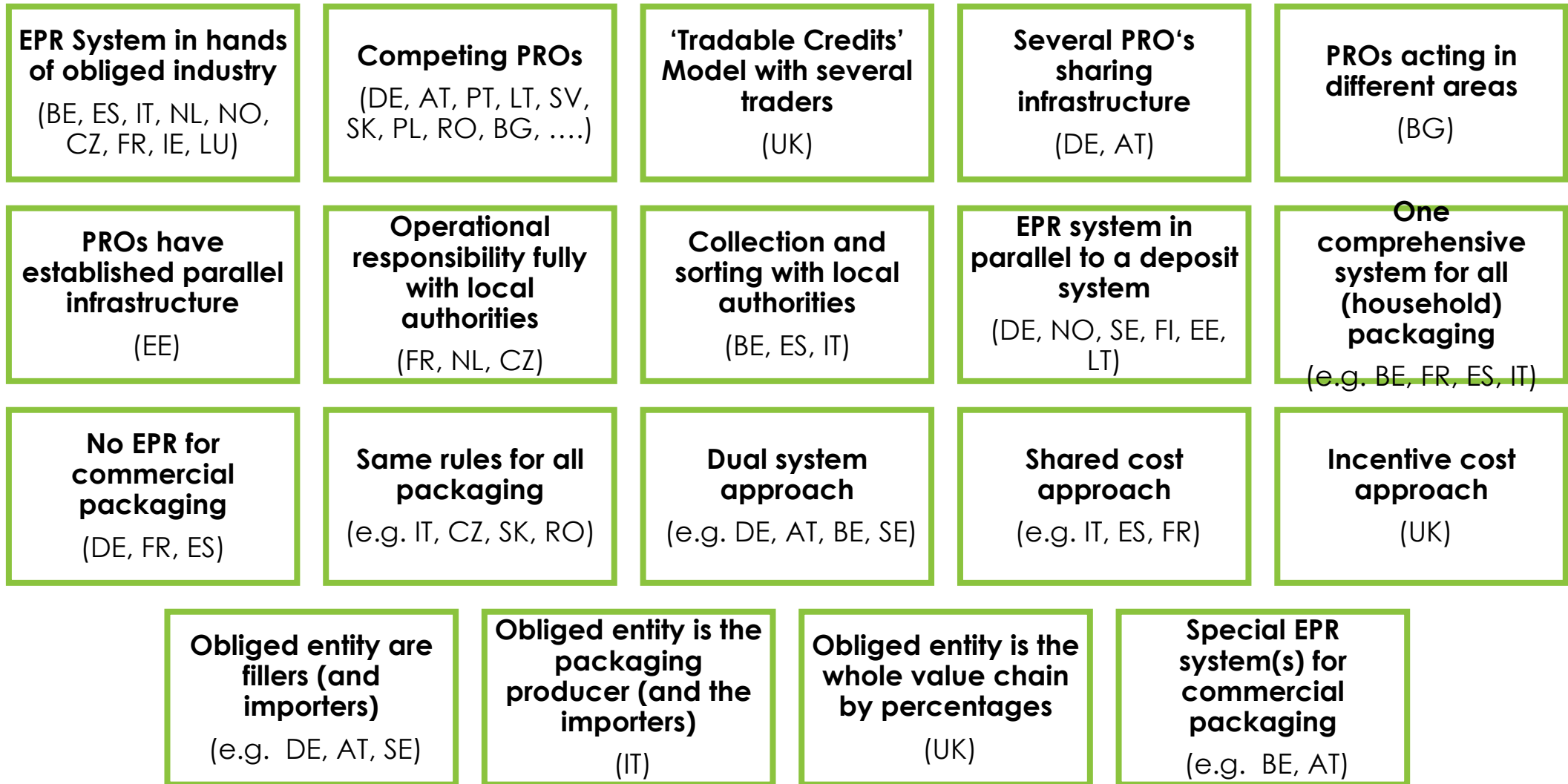
Packaging EPR in 2020



Packaging EPR in 2025

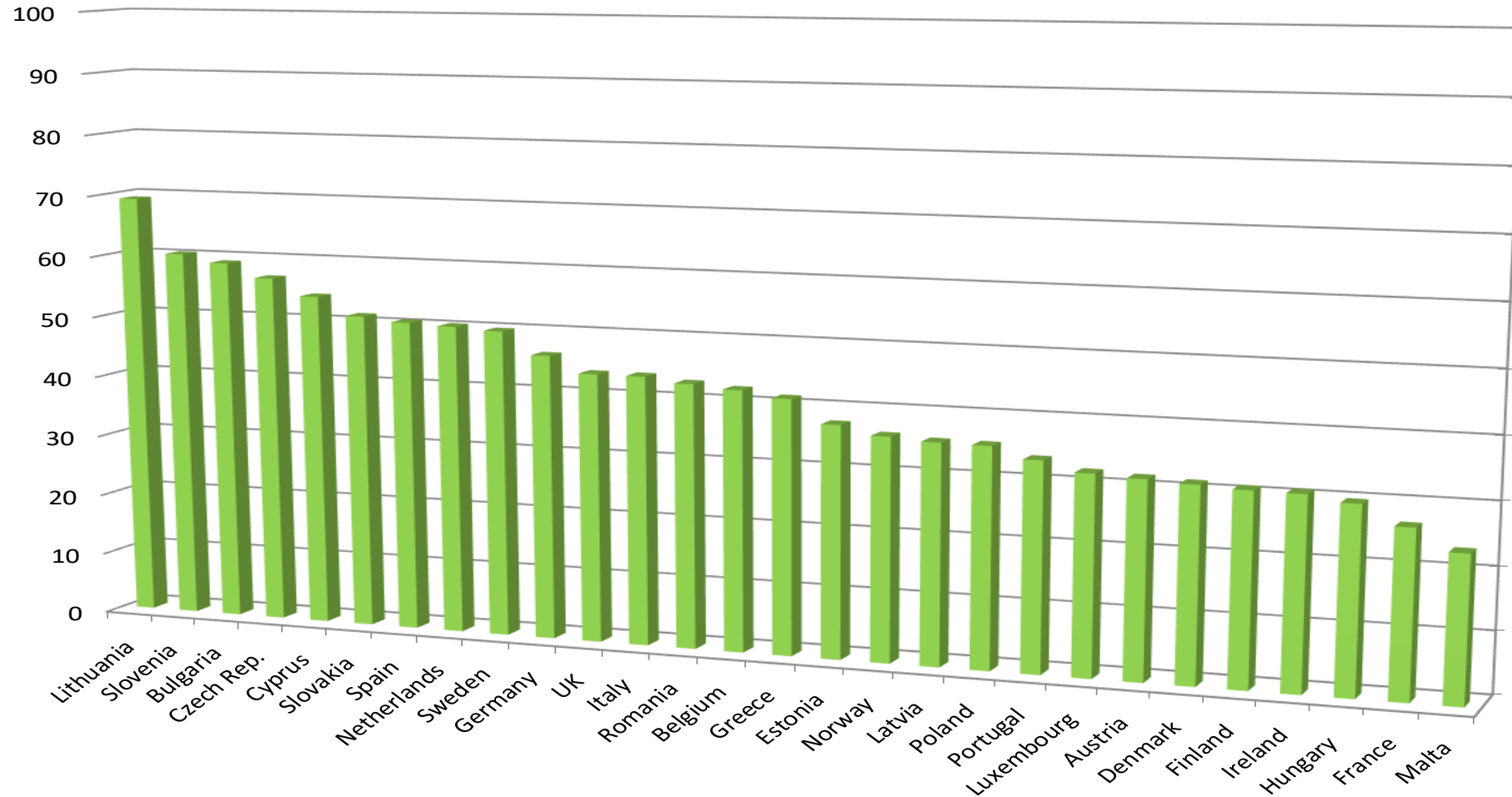


# EPR - several ways of implementation



# Plastic Recycling Quotas in 2018

Old measurement point – no check of reporting



New MP means between 10% and 30% less performance

# Waste Framework Directive (2018) – Learnings for EPR

## Article 8a

Sets out general, minimum requirements for EPR with regards to:

- Roles and responsibilities
- Target compliance
- Increased Reporting
- Equal treatment of producers
- Information & communication
- Transparency
- full (necessary) cost coverage
- Eco-modulation of fees
- Monitoring and enforcement
- Independent Oversight in case of competition
- EU & National Dialogue platforms

# Plastics policies and legislation

## Comparing targets

	PPWD	SUP	EU Plastics Strategy	Circular Plastics Alliance	European Plastics Pact
Targets	65% recycling of all packaging waste by 2025	77% collection of plastic beverage bottles by 2025	By 2030, all plastics packaging placed on the EU market is either reusable or can be recycled in a cost-effective manner	By 2025, 10 million tonnes of recycled plastics to be used in European products	By 2025, all single-use plastics products and packaging will be reusable or at least 100% recyclable
	70% recycling of all packaging waste by 2030	90% collection of plastic beverage bottles by 2029	By 2025, 10 million tonnes of recycled plastics find their way into new products on the EU market		Net reduction in use by 2025 compared to 2017
	50% recycling of plastic packaging by 2025	25% of recycled content in plastic beverage bottles by 2025			At least 70% of all single-use plastics products are recycled to a high standard
	55% recycling of plastic packaging by 2030	30% of recycled content in plastic beverage bottles by 2030			30% recycled content in single-use plastic products and packaging by 2025
					Specific targets for: PET bottles 55%; Milk bottles 45%; PE bottles 30%, PET trays 55%; PP PTTs 20%; PE films 18%



# Characteristics in countries on track to meet **2025 plastic packaging recycling target**

- Mature systems in place with good communication to citizens on how to recycle.
- A structured national approach to collect all plastic packaging, rather than having an uncontrolled market where only higher value streams are targeted.
- Supportive national legal framework in place providing certainty and ensuring a level playing field where there are multiple PROs in the country.
- All plastic packaging collected at households (bottles, non bottle rigids, flexibles).
- A structured and managed approach taken to the roll out of household plastics collections with sorting and recycling infrastructure considered as part of the process.
- Consideration given to sorted centre output grades to maximise recycling levels from collected plastic waste and ensure downstream demand.
- Actions already taken to increase plastic packaging recycling rates, or a clear plan is in place.

# **Example actions to meet the plastic packaging target**

---

- Fost Plus (Belgium) and Valorlux (Luxembourg): roll out of expanded household plastic collections to include non bottle rigids and flexibles.
- FTI (Sweden) and Fost Plus (Belgium): continued development of sorting infrastructure to maximise recovery of different polymer / formats for recycling.
- RINKI (Finland) and FTI (Sweden): expansion of household plastic collection coverage for larger apartment blocks / bring points and kerbside respectively.
- Valipac (Belgium): targeted interventions to increase commercial and industrial plastics collections and remove potential barriers, for example with respect to use of recycled content.

# Additional plastic packaging waste for recycling

	2018 (kt)	2025 (kt)
Sorted plastic packaging waste for recycling	6 955	11 040
Percentage exported	23%	11%
Input to recyclers EU+3	5 339	9 826

- **2018:** Based on CPA *State of Play Report*.
- **2025:** Based on modelling done for packaging in the CPA *Untapped Potential Report*. Assumptions: 50% plastic recycling target met in 2025 at new measurement point, exports of plastic waste reduce at a rate of 10% per annum.

*Figures for EU+ 3 (UK, Norway, Switzerland).*

# But now? How to speed up?

---

- Fast national implementation of the 2018 Waste Legislation to provide investment clarity and security
- Establishment of necessary structures of the authorities to monitor and enforce especially in case of competing PROs (“independent authority”)
- Taking decisions on the PRO Level to provide investment security to build the needed infrastructure (“Belgium example”)
- Packaging Value Chain delivering (CPA, CEFLEX, HolyGrail 2.0, CGL, 4EverGreen etc.)
- All other stakeholders doing their part as well (like municipalities)
- National and EU authorities ready to fix bugs and loopholes (start of the MANDATORY EPR dialogue platforms (national and EU wide) )

# Packaging Value Chain

Continue and increase the collaborative approaches to increase the circularity of packaging like

- HolyGrail 2.0 - Pioneering Digital Watermarks for a Circular Economy
- CEFLEX - DRIVING TOWARDS CIRCULAR ECONOMY
- Close the Glass Loop - bringing together the entire glass packaging ecosystem
- 4EverGreen - Perfecting circularity together
- Circular Plastics Alliance – voluntary pledge for 10 Mio t recyclates



# EXPRA P4R Packaging for recycling

[Home](#)[About](#)[User Guide](#)[Contact us!](#)[Reserved Area](#)

## Packaging recyclability roadmap

This website provides a dynamic online information tool aimed at allowing users to self-assess the recyclability of packaging and a roadmap based on the following recyclability critical control points: design, labelling, collection and sorting. It brings together best practices by the Extended Producer Responsibility Alliance (EXPRA) membership as well as information on how to best reduce the environmental impact of packaging while optimising its resource efficiency. The toolkit particularly covers the most-frequently used materials for packaging: aluminium, glass, paper, plastic, steel and wood.

Click the button to start a packaging recyclability critical control point analysis

[Start Analysis](#)



## CONAI

Italy, Stewardship tender 2018

400 thousand € aimed at rewarding the most innovative and eco-friendly packaging solutions placed on the market in 2016-2017 biennium.

[www.conai.org/en/prevention/thinking-about-the-future/stewardship-tender/](http://www.conai.org/en/prevention/thinking-about-the-future/stewardship-tender/), [www.ecotoolconai.org](http://www.ecotoolconai.org)



**PENSARE FUTURO**  
Progetto Conai per l'imballaggio ecosostenibile

PACH  
H2D

A student packaging design competition with the objective to gather the best packaging eco design projects.

[www.facebook.com/Packplay2/](http://www.facebook.com/Packplay2/)

## ÉEQ

Canada, Pack Play2 Design competition

## ECOEMBES

Spain, 'LIBERA, nature without littering'

A project created by the environmental NGO, SEO / BirdLife, in partnership with Ecoembes with the objective of raising awareness and mobilizing citizens to keep the natural spaces free of littering.

[www.proyectorlibera.org](http://www.proyectorlibera.org)

LIBERA  
NATURALEZA SIN BASURA



Czech Republic, Seminars on packaging prevention.

At least 12 big seminars per years for clients explaining them legislation and standardization for prevention and minimization in detail trough showing the best results from other companies.

[www.ekokom.cz](http://www.ekokom.cz)

## EKOKOM

## AFVALFONDs/KIDV

Netherlands, Improve packaging recyclability

Website on tips and tricks to improve the recyclability of packaging: plastic, glass, metal, paper/board and wood.

[www.recyclability.kidv.nl](http://www.recyclability.kidv.nl)



Are you labelling the packaging correctly?

## Grønt Punkt Norge

Norway, Labelling for recycling

Packaging labels that remind the consumer to recycle. Includes material specific pictograms in print quality and visual guides on correct labelling.

[www.grontpunkt.no/medlemskap/emballasjemerking/english/](http://www.grontpunkt.no/medlemskap/emballasjemerking/english/)

## FOST PLUS

Belgium, Eco packaging tools

A kit of websites helping industries to assess the environmental impact of their packaging [www.preventpack.be](http://www.preventpack.be), [www.pack4recycling.be](http://www.pack4recycling.be), [www.pack4ecodesign.org](http://www.pack4ecodesign.org)

prevent pack



## VALORLUX

Luxembourg, The Trophéco award

Award that rewards and promotes sustainable and eco-friendly packaging sold in Luxembourg

[www.tropheco.lu/en](http://www.tropheco.lu/en)

## VALIPAC

Belgium, Sustainable Packaging Platform

Improve sustainable packaging decisions with the right information on the right place

[www.go4sustainablepackaging.org](http://www.go4sustainablepackaging.org)

GO4  
SUSTAINABLE  
PACKAGING

# What`s next?

---

- Revision of the PPWD in 2022/2023
- New “Essential Requirements” especially to define recyclability and to ensure that only reusable and/or recyclable packaging is put on the market from 2030
- Further recycled content targets for further packaging
- Defining (chemical) recycling?
- Further restrictions for exporting plastic waste
- Reduction consumption targets?
- Directive or Regulation?
- Harmonizing separate collection? Colors? Labels? The way?
- Implementing Act for fee modulation?



# PARTNERSHIP IS KEY TO SUCCESS

# Litter prevention: based on 5 pillars

Infrastructure



Communication



Enforcement



Participation



Environment



# Awareness-raising, education and communication campaigns – only all together we can succeed!



# Contact

EXPRA aisbl  
2 Avenue des Olympiades  
1140 Brussels – Evere  
Belgium





# Efforts to achieve circular packaging in Norway

Dr. Johannes Daae

Head of Development Grønt Punkt Norge

Associate professor at Produkt Design - OsloMet







# Recyclability targets of plastic packaging in Norway

2019: 30% (sorted)

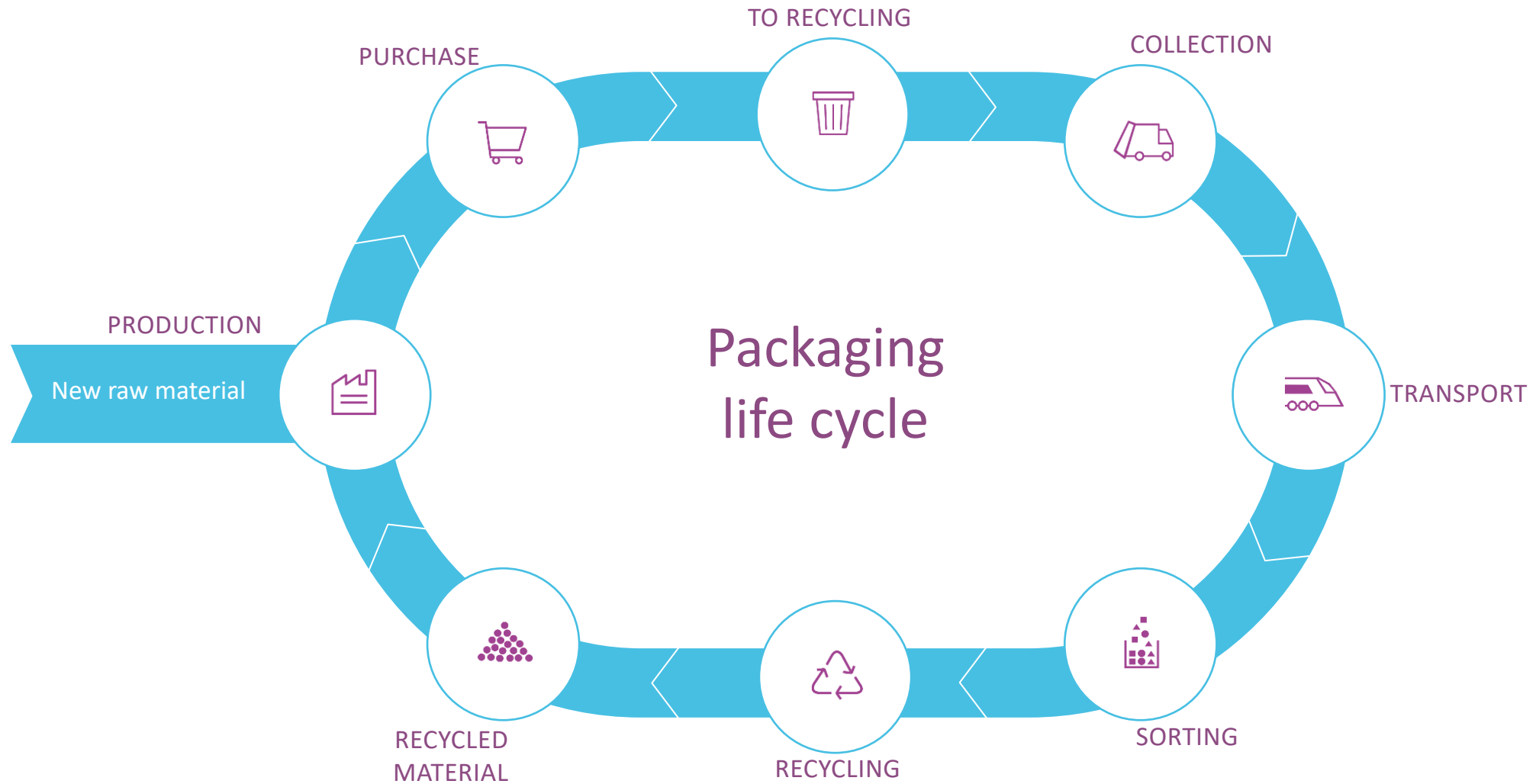
2020: 30% (recycled)

2025: 50%

2030: 55%

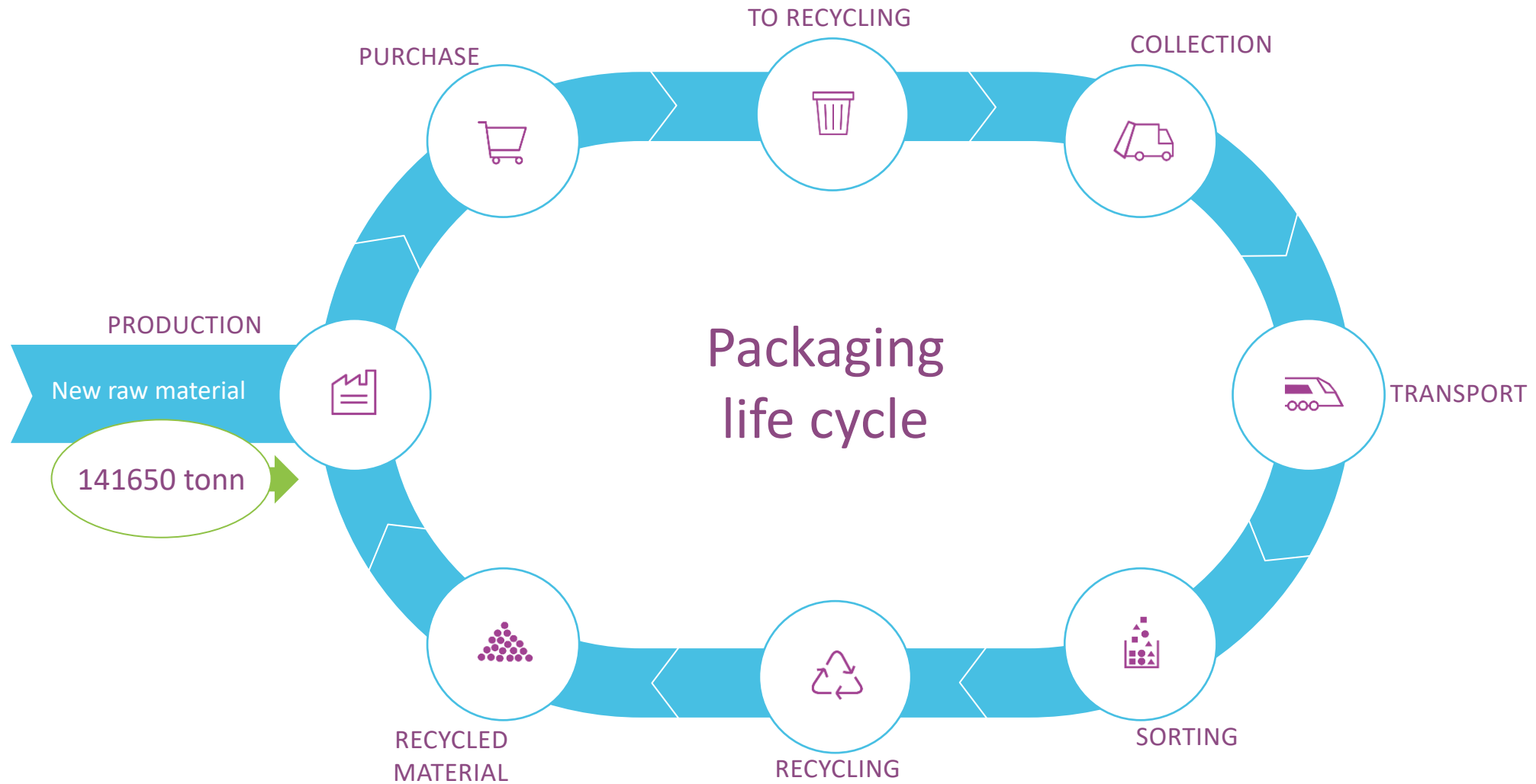


# Plastic packaging 2020





# Plastic packaging 2020



# INFINITUM

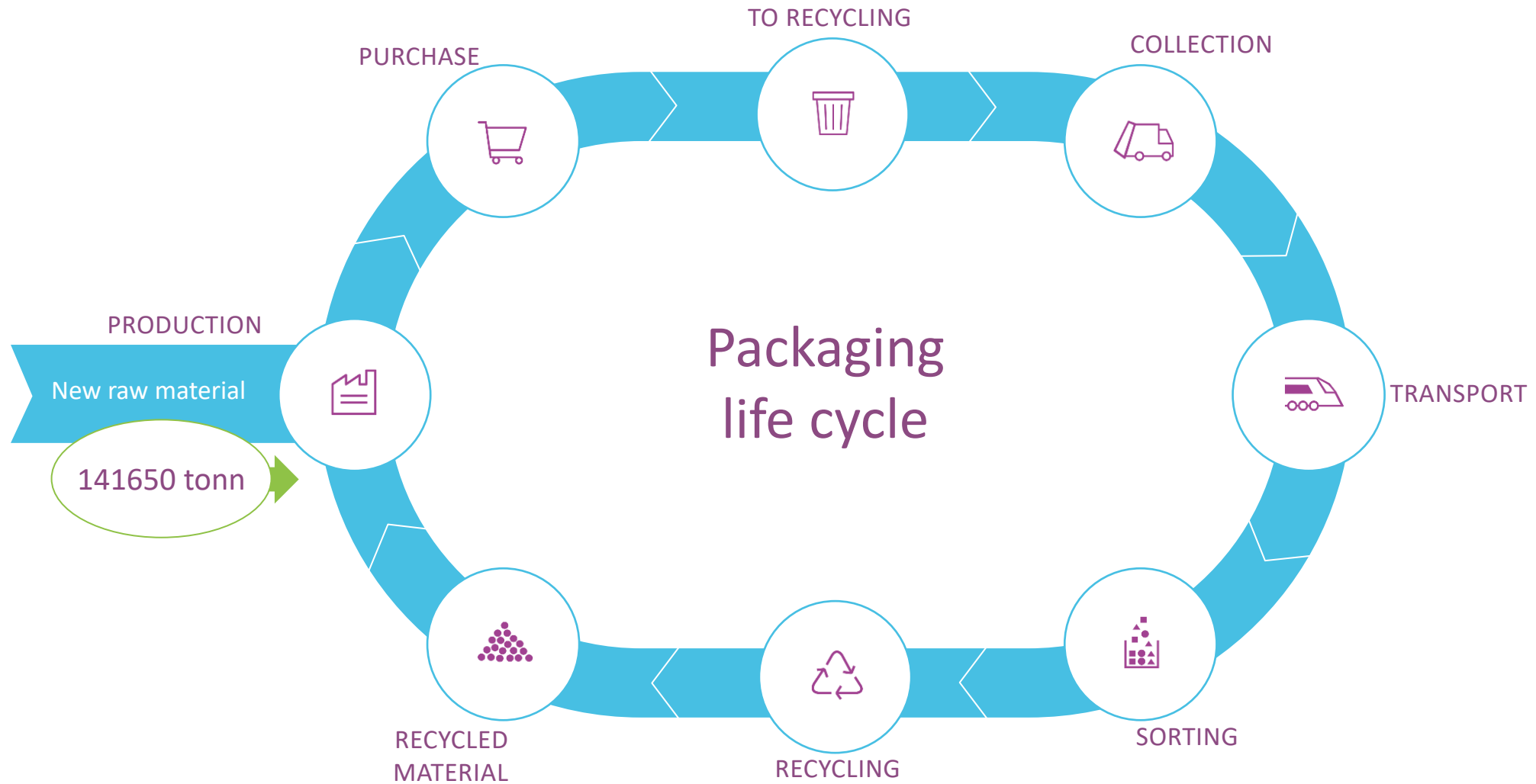
## PET beverage bottle deposit system

Collection rates 2020:

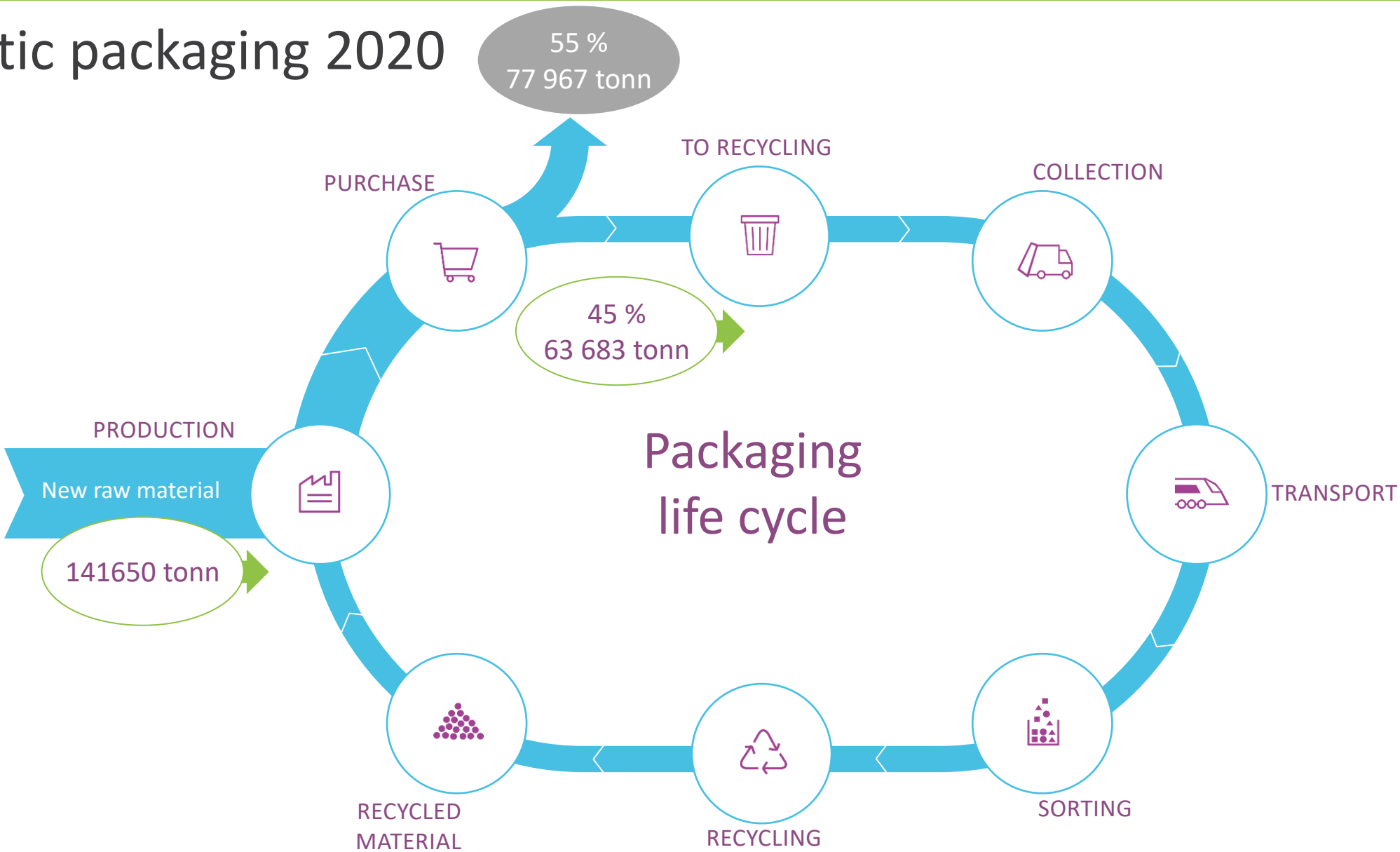
Deposit system	92%	21970 t
Source separation system	5,7%	1363 t
<u>Total</u>	<u>97,7%</u>	<u>23332 t</u>



# Plastic packaging 2020



# Plastic packaging 2020















Drikkekartong



Kartong, papp  
og papir



Plast



Glass



Metall



Restavfall



Farlig avfall



Grønt Punkt-  
symbolet



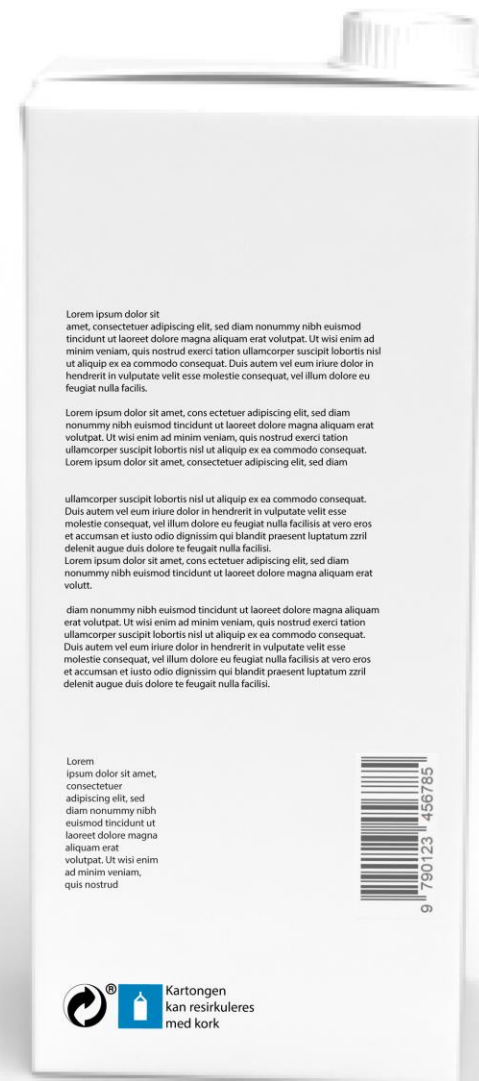
Last ned alle merker

Last ned denne siden

## Hvorfor merke emballasjen?

Bedrifter som sender emballerte produkter på markedet er forpliktet til å sikre resirkulering av emballasjen. Når piktogram er trykket på emballasjen, vil dette gi en ekstra påminnelse til daglig sortering og dermed økte mengder riktig sortert emballasje. Emballasjen bør også merkes med med Grønt Punkt-symbolet for å tydeliggjøre at det er betalt vederlag og dermed tatt miljøansvar i et godkjent retursystem.

De nye piktogrammene som nå vil tas i bruk på emballasje er de samme merkene som kommer på alle avfallsbeholdere, returpunkter og miljøstasjoner og erstatter piktogrammer og avfallssymboler som har vært i bruk i over 20 år. De nye merkene er basert på det danske, utviklet i 2017. Det har vært viktig å benytte de samme fargene og ligge tett opptil deres illustrasjoner for å sikre et felles nordisk system. Nye emballasjemerker er tverrfaglig forankret i retur- og avfallsbransjen, ledet av Avfall Norge og Loop.



Grønt Punkt Norge



# Romantica tomat

Frisk sødme.  
Aromatisk, saftig  
og kjøttfull.

Tips og næringsinnhold på baksiden.

BAMA Gruppen AS, Pb. 263, 0614 Oslo. [bama.no](http://bama.no)

Bør oppbevares i romtemperatur.

Nettovekt: 400 g. Klasse I.

Opprinnelsesland: **Spania**

Pakkeri: **04/B-04323887**

Lot nr.: **D1026407M11**



7 072631 000059



Sorter begeret som papp,  
folien som plast

SEASON

# Romantica tomat

Frisk sødme.  
Aromatisk, saftig  
og kjøttfull.

Tips og næringsinnhold på baksiden.

BAMA Gruppen AS, Pb. 263, 0614 Oslo. [bama.no](http://bama.no)

Bør oppbevares i romtemperatur.

Nettovekt: 400 g. Klasse I.

Opprinnelsesland: **Spania**

Pakkeri: **04/B-04323887**

Lot nr.: **D1026407M11**



7 072631 000059



Sorter begeret som papp,  
folien som plast





# Design for kildesortering

En guide for utforming av emballasje for bedre kildesortering.

Trinn 1 - kom i gang →



## 7 trinn til bedre kildesortering

Hvordan kan emballasjedesign få flere til å kildesortere? Denne guiden gir deg veiledning og råd som øker sannsynligheten for at din emballasje går inn i kretsløpet.

Vis kapitler

## Design for kildesortering



Merk emballasjen riktig

Unngå kombinerte materialer hvis mulig

Gjør det enkelt å skille kombinerte materialer

La materialene føles og se ut som det de er

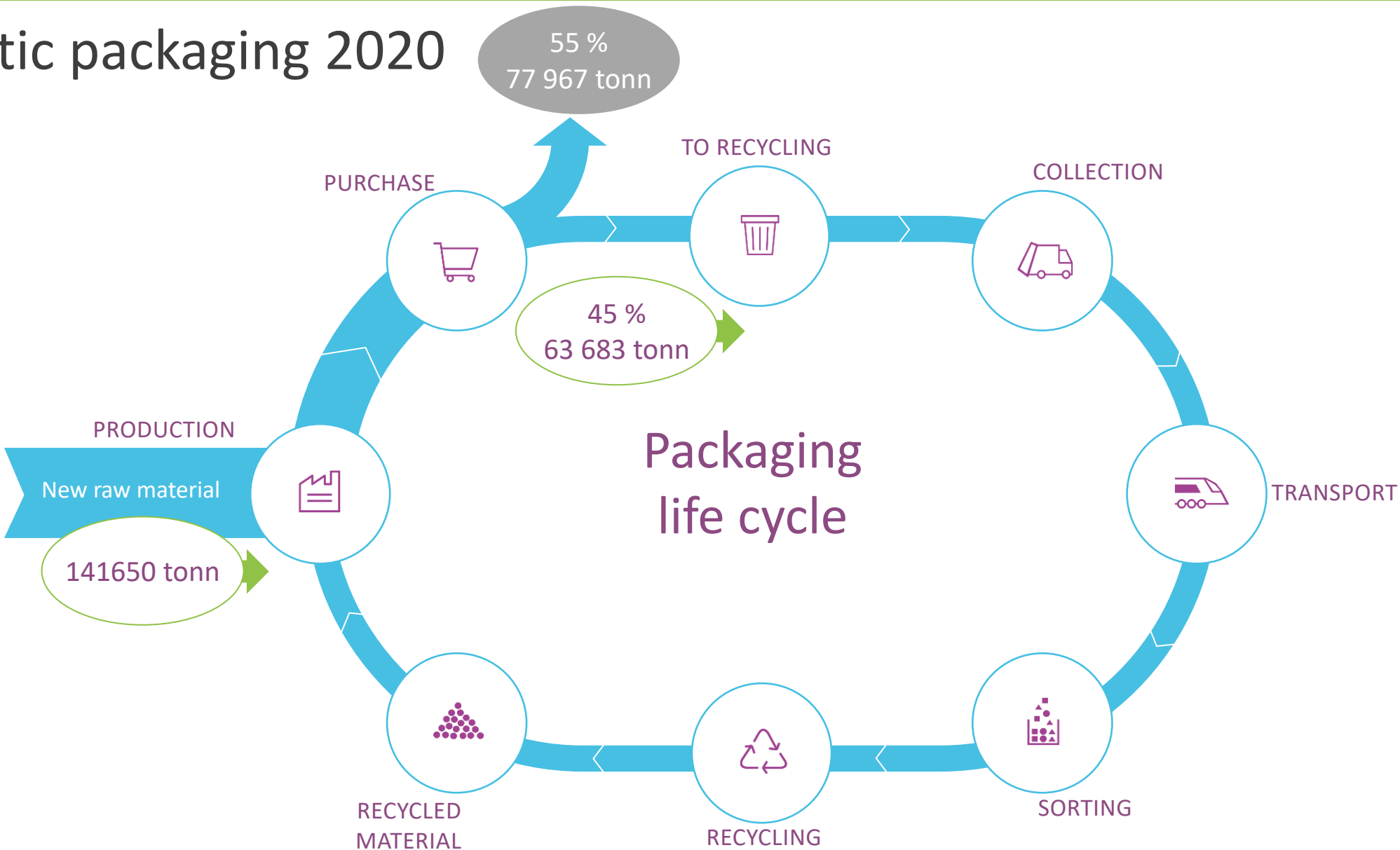
Motiver til kildesortering

Gjør det enkelt å fjerne produktrester

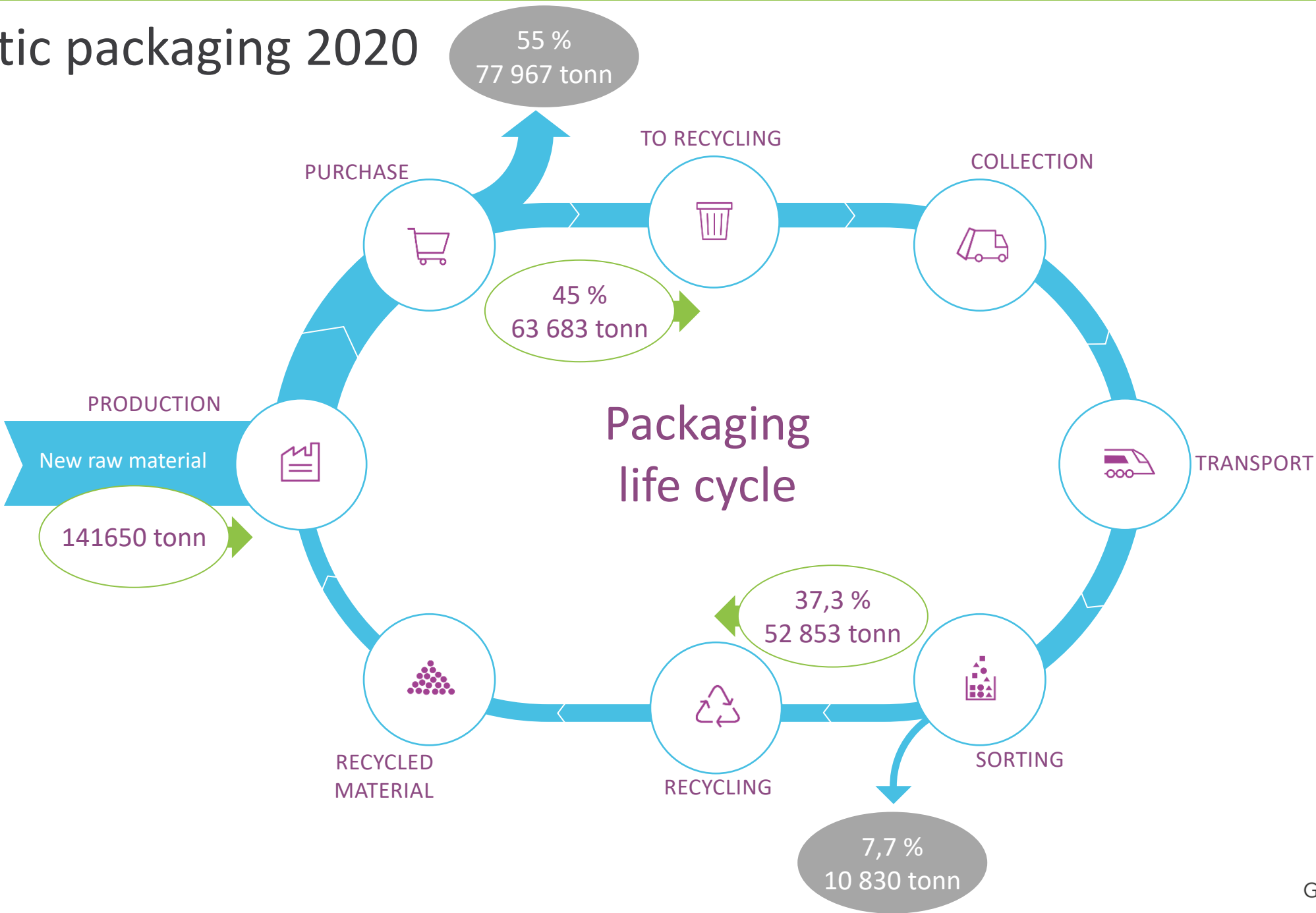
Gjør det enkelt å komprimere emballasjen



# Plastic packaging 2020

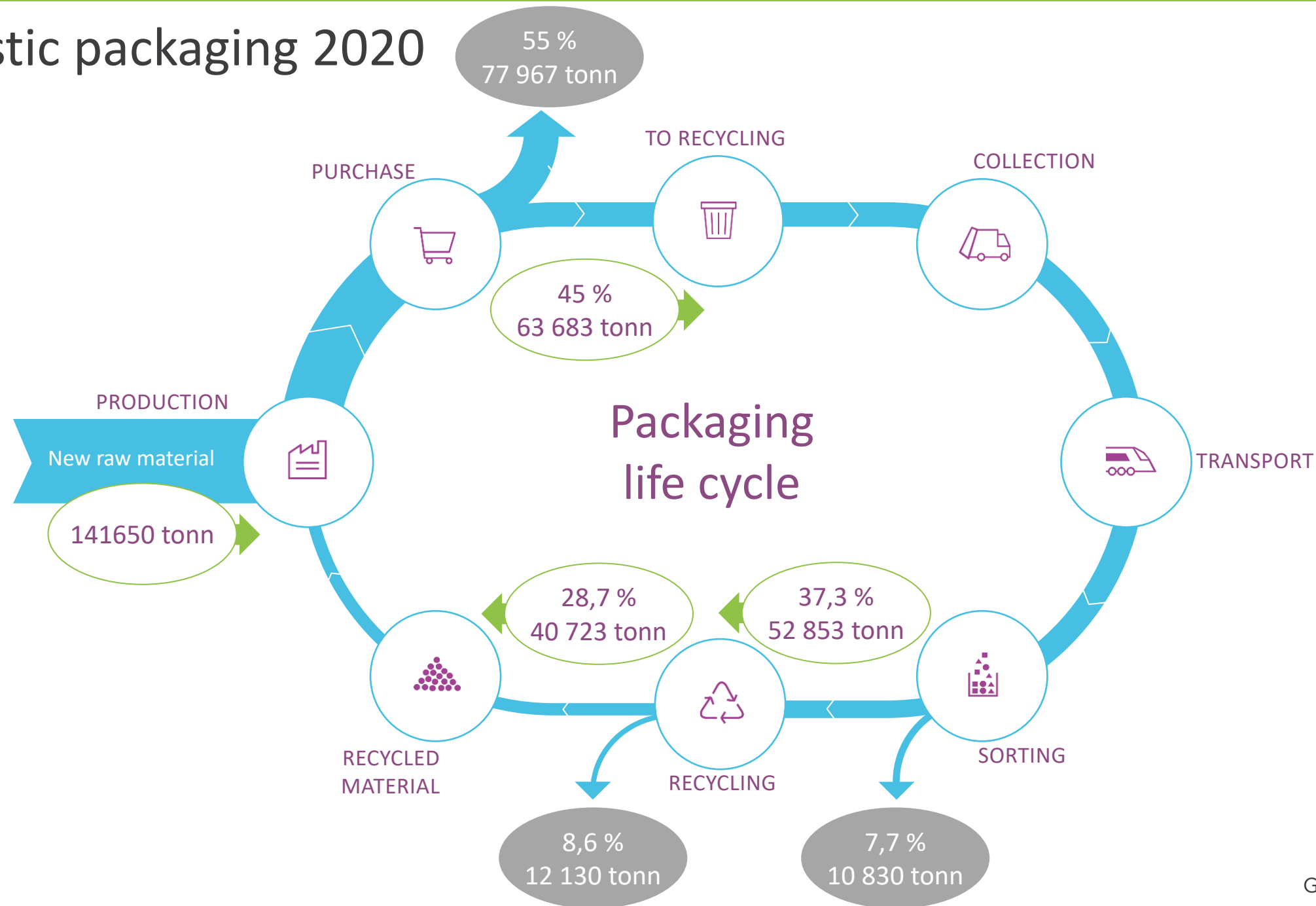


# Plastic packaging 2020

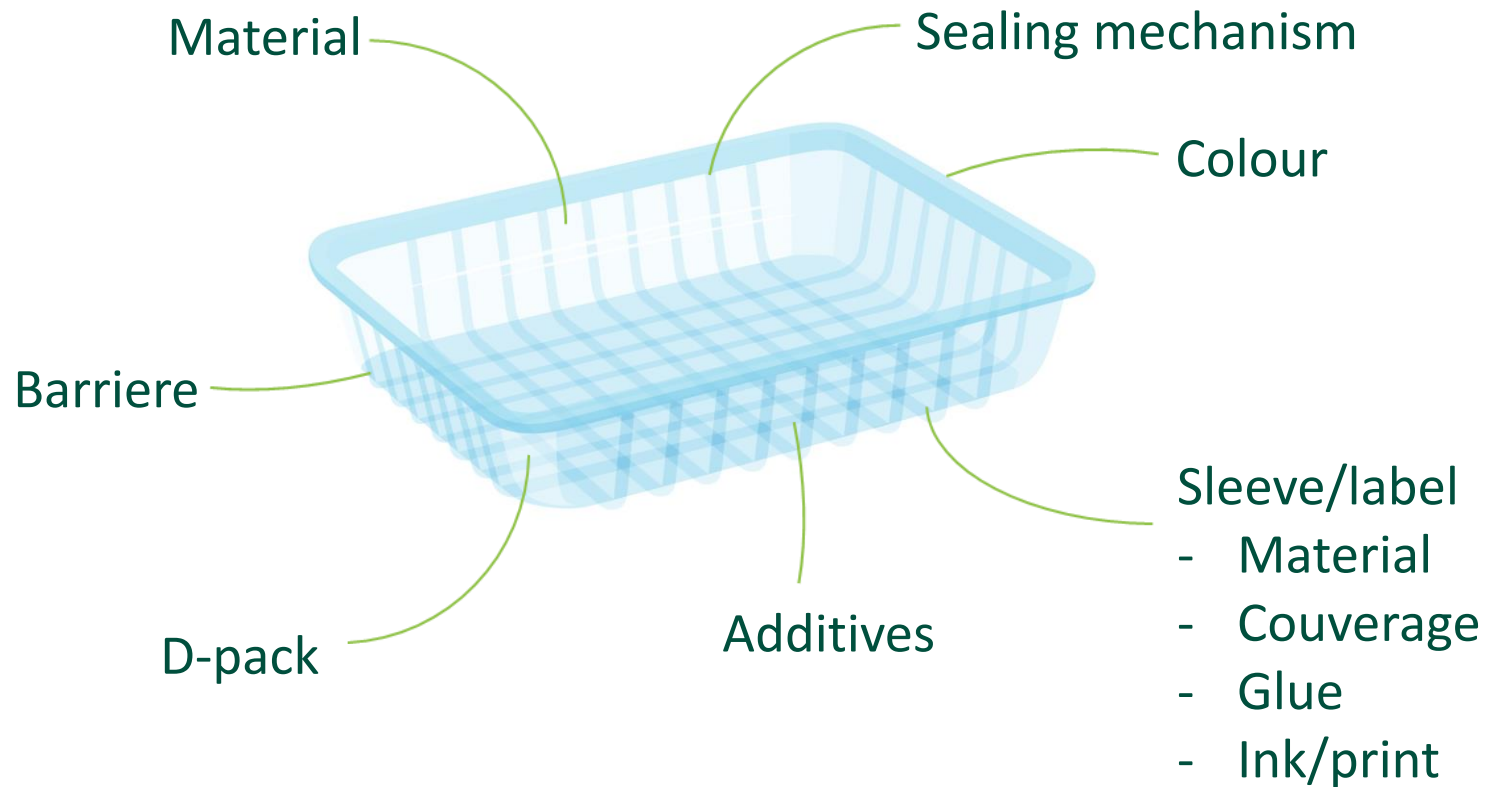




# Plastic packaging 2020



# Design for Recycling (DfR) for plastic





## Brukerveiledning

## Kalkulator

[Start ny kalkulasjon](#)

## Grønt Punkt Norge AS Bibliotek

Søk

Filtrer etter:

☐ Plast☐ Drikkekartong☐ Emballasjekartong☐ Bølgepapp☐ Papir☐ Glass☐ Metall☐ AnnetSorter etter: ☐ Nyeste ☐ Gjenvinnbarhet ☒ Alfabetisk

Bøtte



A

Designet: 14 October 2020

Designet av: Johannes Daae

I bruk: Ja

Tags:

[Åpne i kalkulatoren](#)

HDPE Brett med PE etiekt



B

Designet: 14 October 2020

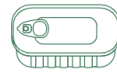
Designet av: Johannes Daae

I bruk: Ja

Tags:

[Åpne i kalkulatoren](#)

Makrell i Tomat



A

Designet: 14 October 2020

Designet av: Johannes Daae

I bruk: Ja

Tags:

[Åpne i kalkulatoren](#)

Melkekartong



D

Designet: 13 October 2020

Designet av: Johannes Daae

I bruk: Ja

Tags:

[Åpne i kalkulatoren](#)

Nytt produkt



D

Designet: 23 October 2020

Designet av: Johannes Daae

I bruk: Nei

Tags:

[Åpne i kalkulatoren](#)

## Velg emballasjetype

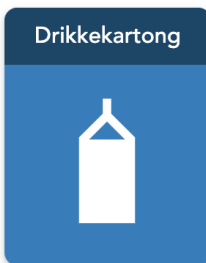
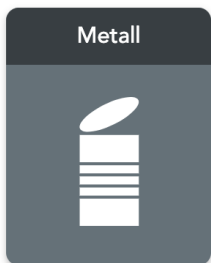
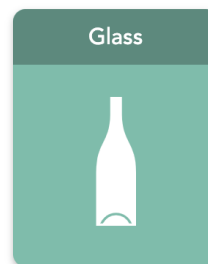
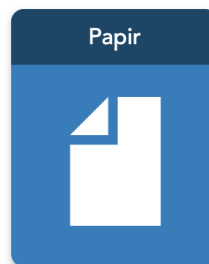
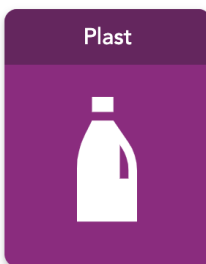
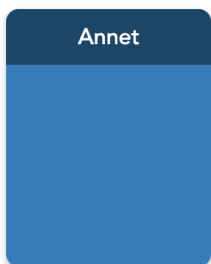
### Emballasjetyper ⓘ

Flaske 	Beger 	Skål 	Bøtte 	Shaker 	Tube 	Åpen pose 	Lukket pose 	Nett 	Blister 
Stivt Brett 	Ståpose 	Lav boks 	Annen 	Drikkeboks 	Drikkekartong 	Eske 	Kasse 	Krukke 	Høy boks 
Fiskekasse 	Formstøpt 	Flowpack 	Kanne 	Sprayboks 					

Hoveddel (gi nytt navn) ✎



Velg materialtype ⓘ



Oppsummering

vis forklaring

Emballasjetype: Bøtte



Lagre og legg til ny del

Lagre og avslutt

Avbryt



## Emballasjemateriale

 PP hardplast


God  
● ● ● ● ●

## Angi hvor mye delen veier i gram

Vekt (gram)

32

## Angi dimensjoner

Angi dimensjonen på hele denne delen, inkludert alle emballasjedelene som henger sammen med den når den kildesorteres. 

Bredde (cm)

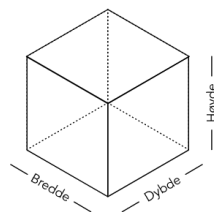
12

Dybde (cm)

12

Høyde (cm)

14



## Farge

Velg

## Oppsummering

 vis forklaring

Samlet gjenvinnbarhet av hele emballasjen:

Emballasjetype: Bøtte

A



RecyClass Demo Bucket

Potensial: ● ● ● ● ●

Faktisk: ● ● ● ● ●



Anbefalt merking av emballasjen:



Sorteres som plast

[For detaljer se emballasjemerking.no](https://www.emballasjemerking.no)



### Farge ⓘ



ⓘ Sterke farger og/eller ugjennomsiktig

Mindre god



### Barriere



Velg



Materiale

Gjennvinnbarhet

Ingen barriere

God



EVOH mindre enn eller lik 5 %

God



EVOH mer enn 5 %

Mindre god



PA mindre enn eller lik 1 % (ikke PET)

Mindre god



### Område dekket av trykk/blekk på delen



Velg



### Type trykk/blekk



### Oppsummering

vis forklaring

Samlet gjennvinnbarhet av hele emballasjen:

Emballasjetype: Bøtte

C



RecyClass Demo Bucket

Potensial: ●●●●○

Faktisk: ●●●●○



Anbefalt merking av emballasjen:



Sorteres som plast

[For detaljer se emballasjemerking.no](https://www.emballasjemerking.no)

## Farge ⓘ



i Sterke farger og/eller ugjennomsiktig

Mindre god  
●●●●○

## Barriere



i Ingen barriere

God  
●●●●●

## Område dekket av trykk/blekk på delen



i Bare "best før" - / "ofte god etter" -dato

God  
●●●●●

## Tilsetningsstoffer



i Ingen tilsetningsstoffer/fyllstoff

God  
●●●●●

## Oppsummering

vis forklaring

Samlet gjenvinnbarhet av hele emballasjen:

Emballasjetype: Bøtte

C



RecyClass Demo Bucket

Potensial: ●●●●○

Faktisk: ●●●●○



Anbefalt merking av emballasjen:



®



Sorteres som plast

[For detaljer se emballasjemerking.no](https://www.emballasjemerking.no)

Lagre og legg til ny del

Lagre og avslutt

Avbryt

Hvor ofte blir delen kildesortert sammen med en annen del? ⓘ

Alltid (100%)

Vanligvis (75%)

Av og til (50%)

Vanligvis ikke (25%)

Aldri (0%)

Hvilken del?

RecyClass Demo Bucket

Angi hvor mye delen veier i gram ⓘ

Vekt (gram)

2

Er det noen side av emballasjen hvor mer enn 60% er dekket av etikett/ sleeve? ⓘ

Nei

Ja

Hvor ofte vil en side med etikett/sleeve peke opp hvis delen ligger tilfeldig på et transportbånd? ⓘ

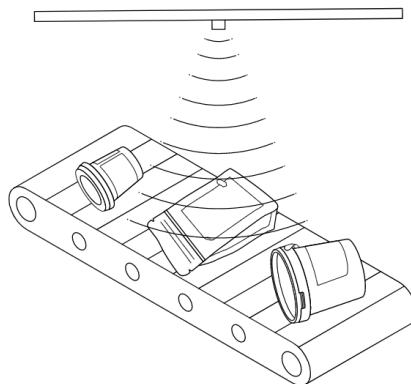
Aldri (0%)

Sjeldent (25%)

Av og til (50%)

Ofte (75%)

Alltid (100%)



## Oppsummering

vis forklaring

Samlet gjenvinnbarhet av hele emballasjen:

Emballasjetype: Bøtte

C



RecyClass Demo Bucket

Potensial: ●●●●○

Faktisk: ●●●●○



Label

Effekt på hoveddel: ●●●●○

Effekt på samlet: ●●●●○



Anbefalt merking av emballasjen:



Sorteres som plast

[For detaljer se emballasjemerking.no](https://www.recyclass.no/for-detaljer-se-emballasjemerking.no)



Søk



Filtrer etter:

☐

Annet

☐

Papir

☒

Plast

☐

Glass

☐

Emballasjekartong

☐

Metall

☐

Bølgepapp

☐

Drikkekartong



Sorter etter:

☒

Nyeste

☐

Gjenvinnbarhet

☐

Alfabetisk



1

2

3

...

6



RecyClass Unwrapped Demo



E

Designet: 13 October 2021

Designet av: Johannes Daae

I bruk: Nei

Tags:

Åpne i kalkulatoren



pp bucket with pe lable (missing)



F

Designet: 12 October 2021

Designet av: Johannes Daae

I bruk: Nei

Tags:

Åpne i kalkulatoren



PET med Kritt



D

Designet: 5 October 2021

Designet av: Sina Maria Lystvet

I bruk: Nei

Tags:

Åpne i kalkulatoren



HDPE med kritt



F

Designet: 5 October 2021

Designet av: Sina Maria Lystvet

I bruk: Nei

Tags:

Åpne i kalkulatoren



Nytt produkt

Paper label for glass

Test Kedenburg

Nytt produkt





# Companies taking the plastic pledge, pledge to:

1. Increase the use of recycled plastic
2. Avoid unnecessary plastic
3. Design for Recycling





# Results of the plastic pledge 2020

1. Increase the use of recycled plastic
2. Avoid unnecessary plastic
3. Design for Recycling

8857 tons



# Results of the plastic pledge 2020

1. Increase the use of recycled plastic
2. Avoid unnecessary plastic
3. Design for Recycling

Reduction 1017 tons

Substitution 1030 tons

# Results of the plastic pledge 2020

1. Increase the use of recycled plastic
2. Avoid unnecessary plastic
3. Design for Recycling

5480 tons





## TINE, Orkla og Arcus vinner Plastløftet-prisene for 2021

Vinnerne av årets priser premieres blant annet for mindre emballasje rundt skivet ost, saftflasker i 100 prosent gjenvunnet plast og pantbare vinflasker. Totalt har deltakerne i Plastløftet kuttet 1 017 tonn plast og erstattet 8 857 tonn jomfruelig plast med resirkulert.





# Thank you for your attention!

Dr. Johannes Daae  
Head of Development, Green Dot Norway  
Email: [Johannes@grontpunkt.no](mailto:Johannes@grontpunkt.no)  
Phone: +47 99 00 53 56



Grønt Punkt Norge

# Questions & Answers

Use the Q&A box in the top-right corner of your screen



RecyClass

# Thank you for participating!

Join us at future sessions:  
17 November 2021  
9 December 2021



RecyClass