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# How to harmonize separate collection? Best practices, local realities and EU wide needs 15 June

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REGULATORY AND PA MANAGER, EXPRA



**9 years** existence

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

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

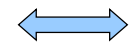
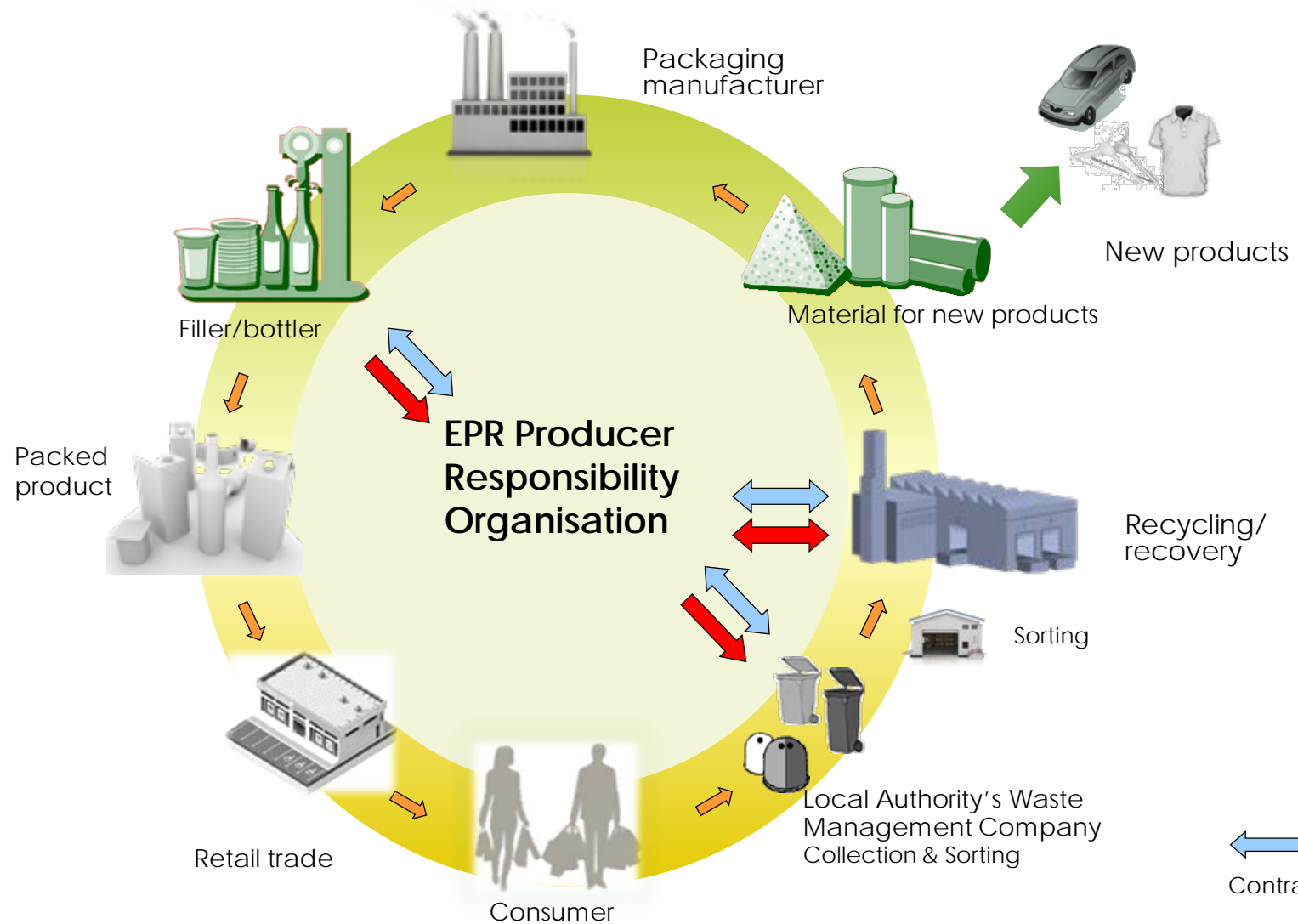
over **PROVIDE 200 MILLION PEOPLE**  
with packaging collection, sorting and recycling infrastructure

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

**EXPRA**  
in a nutshell

# EPR's role in a circular economy

Operational  
**AND** financial  
responsibility



Contract agreements








Financed by fees






# Separate collection of PW in EU



# Separate Collection: Labelling on Packaging

Countries	Alphanumeric-Decision	Text	Pictograms	Colours	Trademark logo	Sorting's ways	Reference
Cyprus	NO						<a href="http://greendot.com.cy/en/business/recycling-symbols-https://docs.wixstatic.com/ugd/98a2de079e7f76d11b47aea09b7221fa00b48e.pdf">http://greendot.com.cy/en/business/recycling-symbols-https://docs.wixstatic.com/ugd/98a2de079e7f76d11b47aea09b7221fa00b48e.pdf</a>
Czech Republic		<p>(<a href="https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:31997D0129&amp;from=EN">https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:31997D0129&amp;from=EN</a>)</p>					<a href="https://cestopandipakend.ec/en/retailer/">https://cestopandipakend.ec/en/retailer/</a>
Estonia	NO						<a href="https://www.tmir.org.il/Page/?PageID=334&amp;">https://www.tmir.org.il/Page/?PageID=334&amp;</a>
Israel	NO						<a href="http://www.progettarericiclo.com/docs/environmental-labeling-packaging">http://www.progettarericiclo.com/docs/environmental-labeling-packaging</a>
Italy		<p>(<a href="https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:31997D0129&amp;from=EN">https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:31997D0129&amp;from=EN</a>)</p>					<a href="https://kidv.nl/media/publicaties/20190821_handleiding_weggooiwijzer_nl.pdf">https://kidv.nl/media/publicaties/20190821_handleiding_weggooiwijzer_nl.pdf</a>
Netherlands	NO	<p>Residual Waste/Glass/Paper or Cardboard/Plastic</p>					<a href="https://kidv.nl/media/publicaties/20190821_handleiding_weggooiwijzer_nl.pdf">https://kidv.nl/media/publicaties/20190821_handleiding_weggooiwijzer_nl.pdf</a>

# Separate Collection: Labelling on Packaging

Norway	NO	Sorteres som metall/glass/papp/papir/drikkekartong/plast/restavfall		<a href="https://www.grontpunkt.no/packaging-labels/metal">https://www.grontpunkt.no/packaging-labels/metal</a>
Spain	( <a href="https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:31997D0129&amp;from=EN">https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:31997D0129&amp;from=EN</a> )	Recicla al Azul/Amarillo/Verde		<a href="https://www.ecoembes.com/sites/defa">https://www.ecoembes.com/sites/defa</a>
Sweden	NO	Metal/Coloured or Clear Glass/Paper/Newspapers/Plastic Packaging		<a href="https://www.ftiab.se/171.html">https://www.ftiab.se/171.html</a>
<b>Other Contries</b>				
France	NO		 Friman Logo (mandatory 2021)	<a href="https://www.ademe.fr/sites/default/files/ftp:77rusiuo">https://www.ademe.fr/sites/default/files/ftp:77rusiuo</a>
Lithuania	( <a href="https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:31997D0129&amp;from=EN">https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:31997D0129&amp;from=EN</a> )	Recycling means thinking		<a href="http://rusiuojivalvoji.lt/pradinis/apie-rusiavima/pakuociu-">http://rusiuojivalvoji.lt/pradinis/apie-rusiavima/pakuociu-</a>

# Important considerations for separate collection

## Best practices/experiences of EXPRA members

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- **Access to separate collection systems.** For bring systems, use of KPIs for access to banks. *Example Eco-Rom:* a target of recycling containers for every 500 residents and at a maximum distance of 100m from each household.
- **Mechanisms to minimise contamination.** *Example Fost Plus:* transparent bags to identify contamination and communication stickers to residents explaining why a contaminated bag was not collected. Incentivised payments to contractors for supply of high-quality material.
- **Communication.** What should be placed where and how it should be presented. All EXPRA members are active with communication. *Example RINKI:* information bulletins during prime-time television. Reported increase in tonnage & quality after campaigns.
- **Targeted interventions to improve performance.** *Example Conai:* interventions in 5 regions in 2020 (8.3M inhabitants). Analysing waste flows, identifying objectives to increase collection and quality, assessing sorting plant requirements, carrying out market research and feasibility studies, and support with communication.

# Important considerations for separate collection

- experience of EXPRA members -

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- **Use of technology to manage collections and sorting.** *Example Greenpak:* network of iBiNs fitted with smart technology where waste levels are constantly monitored with data fed back to a central fleet management system informing drivers which containers require emptying. *Ecoembes SmartWaste:* a digital system capturing information from all actors in the collection, sorting and recycling ecosystem.
- **Harmonisation of sorting centre output grades and specifications.** Providing a commodity input to recyclers and supporting high and supporting quality recycling objectives. Driving best practice in sorting. EXPRA are active in this area through their work with CEN TC261 on *Quality Standards for Sorted Plastic Waste*





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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

## Labelling For Recycling

Click the button to view labelling information for all materials.

[View information on labelling](#)

# Innovation in consumer communication: digital labelling (EAN Code, QR code, geo-App, etc.)

**AIRE – CHATBOT. Intelligent Assistance for REcycling**  
A direct tool for the citizens to interact and solve their doubts

AIM® ALLIANCE TO END PLASTIC WASTE®

App Store Google Play amazon alexa twitter facebook Messenger

• **Typing questions:** you can write down a question like 'in which recycling container should I put a bottle?' and it will



**RECICLOS**  
INCENTIVE-BASED RECYCLING OF PACKAGING

ecoembes  
El poder de la colaboración

TU RECICLAJE





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**THANK YOU!**

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# Back-up and background slides

# EXPRA P4R: Packaging for recycling

The website provides a dynamic online information tool aimed at allowing users to self-assess the recyclability of packaging, according to a roadmap based on the following 4 recyclability critical control points:



## Objectives

- Raising awareness of recyclability and relevant guidelines,
- Providing information of cutting-edge and innovative packaging trends;
- Strengthening the links between packaging producers and recyclers.

# Labelling on Packaging - What

Countries	Material identification	Waste Collection		On Bin = On Pack	Deposit System Reuse/Recycle
		Where do I throw it?	Instructions		
Cyprus	YES, except Wood	COMPULSORY		SAME INFO	YES (Recycle)
Czech Republic	YES, except Wood				
Estonia	YES, except Wood and Paper	COMPULSORY	VOLUNTARY		YES (Both)
Finland					YES (Both)
Hungary					YES (Reuse)
Israel	YES, except Wood	VOLUNTARY			
Italy	YES	COMPULSORY	VOLUNTARY		NO
Netherlands	YES, except Wood	COMPULSORY	VOLUNTARY	SAME INFO	YES (Recycle)
Norway	YES	VOLUNTARY	VOLUNTARY	SAME INFO	YES (Both)
Romania					YES (Reuse)
Slovakia					YES (Reuse)
Spain	YES	VOLUNTARY	VOLUNTARY	SAME INFO	
Sweden	YES	VOLUNTARY	VOLUNTARY	SAME INFO	YES (Both)
Other Countries					
Croatia					YES (Both)
Denmark					YES (Both)
France	YES	COMPULSORY	VOLUNTARY		
Germany					YES (Recycle)
Lithuania	YES	VOLUNTARY	VOLUNTARY	SAME INFO	
Portugal					YES (Both)

# Contact

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# Expira

Extended  
Producer  
Responsibility  
Alliance