
“Learnings from over 30 years EPR – how to design an effective EPR system

Joachim QUODEN
Managing Director of EXPRA

Founded in 2013

34

MEMBERS & Partners

all industry-owned, non-profit

over **HAVE**
30
YEARS

of experience and
expertise in the
waste management
field

of over **ENSURE RECYCLING AND RECOVERY**
22 of packaging every year at
the moment
MILLION TONNES

over **PROVIDE**
240
MILLION
PEOPLE

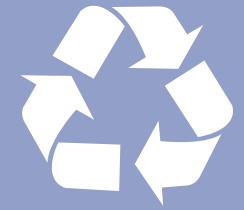
with packaging
collection, sorting
and recycling
infrastructure

EXPRA
in a nutshell



EXPRA
Enabling sustainable (circular & carbon neutral) packaging
via optimum EPR

KNOWLEDGE
EXCHANGE HUB



For our sector

SUSTAINABILITY
ADVOCATE



For our eco-system

JOINT EPR
SERVICES



For our members

Our strengths



Representing more than
30 countries worldwide

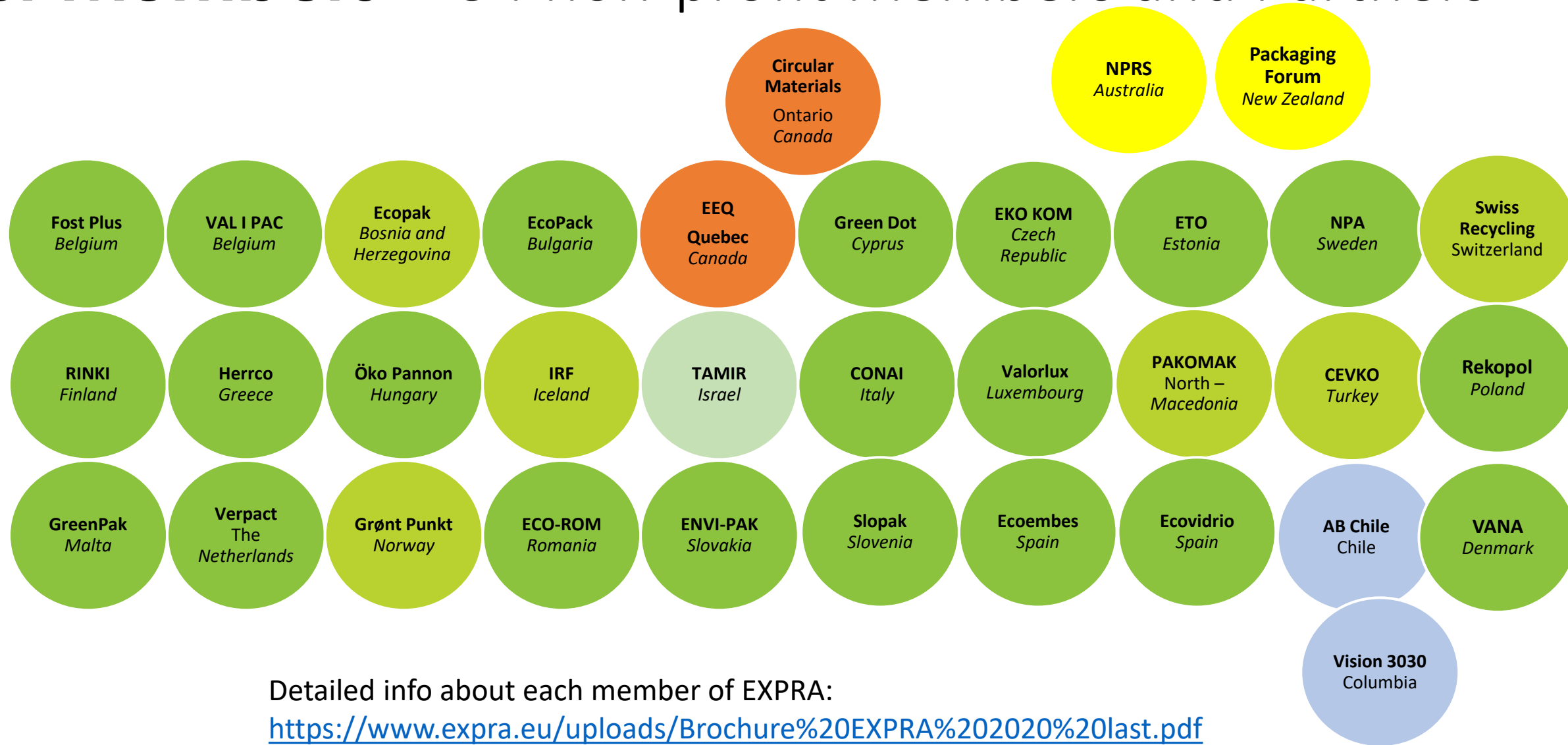


Industry expert with the
willingness to share



Non-profit Packaging
EPR systems

Our Members – 34 non-profit Members and Partners



Detailed info about each member of EXPRA:

<https://www.expra.eu/uploads/Brochure%20EXPRA%202020%20last.pdf>

How does EXPRA function?

EXPRA Board of Directors

10 Members + Managing Director

Guiding operational work

EXPRA

General Assembly

34 members & partners meet twice annually to take major decisions

EXPRA Strategic Committee with Obligated Industry

Provides strategic advice & guidance

EXPRA Team:

Managing Director

PR & PA Manager & Project Manager

Consultants closely related to EXPRA

Collaboration

with many stakeholders via external platforms

Internal Networking Platforms:

Gather and exchange information & best practices

EXPRA Vision: Being the Know How Hub for all information and expertise around EPR, packaging, packaging waste and sustainability for the benefit of industry and society

Believing in Cooperation



Close the Glass Loop

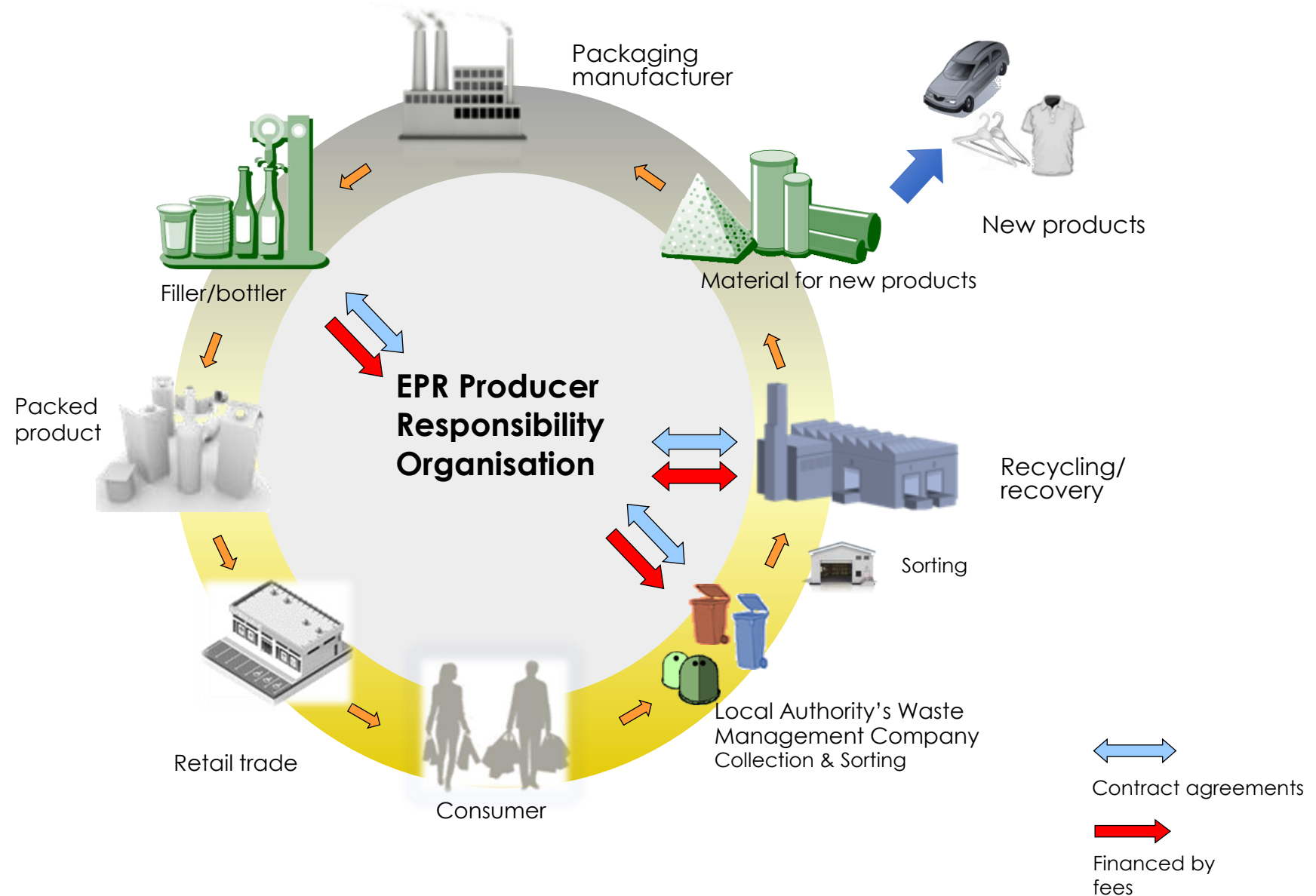


Extended Producer Responsibility

- Extended Producer Responsibility (EPR) is a resource management tool whereby producers have to take over an **individual responsibility** for the end of life management of their used products/packaging. This can include financial and/or operational responsibility for the collection, sorting and treating these products/packaging for their recycling and recovery.
- This individual responsibility can be partly transferred to a **collective entity**, the so called “Producer Responsibility Organisation” (PRO)
- This PRO should fulfil the obligations of its members in the most efficient and effective way, so usually fulfil inter alia the recycling targets set by the national government or on top, additional targets set by the owners of the PRO.
- The needed (usually external) costs shall be internalized into the product price

EPR's role in a circular carbon neutral economy

Operational
AND financial
responsibility



EPR: several ways of implementation: “Operational and Financial Responsibility”

„Dual model” (Austria, Germany, Bulgaria)

Full operational and financial responsibility for industry for collection, sorting and recycling; separate collection system besides collection of local authorities, very small influence from local authorities

„Shared model” (e.g. France, Spain, Italy, Belgium, Netherlands, Czech Rep., Denmark)

Shared responsibility between industry and local authorities, common agreements on the way of collection necessary

Municipalities responsible for collection, sometimes for sorting, in some cases even recycling

Scope of financial responsibility of industry different from country to country

“Tradable Credits” Model (UK)

No link between industry and municipalities

Producer responsibility - Governance

„PRO mainly in hands of obliged industry“ (Belgium, Italy, Netherlands, Norway, Czech, Ireland, Luxembourg)

Obliged industry has created 1 common non-profit entity that collects the necessary funding, cooperates with local authorities and ensures recycling in most cost-efficient + environmental way

„Vertical integrated systems“ (Germany, Austria, Poland, Romania, Bulgaria..)

Several (up to 40), usually profit oriented entities compete to attract obliged companies; waste management differs from country to country

Tradable Credits Model with several traders (UK)

No link between industry and municipalities, no operational responsibility, virtual competition

EPR as a solution – Golden Rules

Key principles that EPR should follow:

- a) **A clear separation of roles and responsibilities** of all relevant actors involved;
- b) **Ownership of the EPR** limited to the **obliged Producers** and packaging value chain; no conflict of interests
- c) **Not-for-profit set-up;**
- d) **Measurable waste management targets;**
- e) **Reporting obligations** of all actors of the packaging life cycle;
- f) **Equal treatment of producers** of products regardless of their origin or size;
- g) **Information to and education of consumers;** able to take an informed decision
- h) **EPR transparency on money and material flows;**
- i) **Cost coverage**, to reflect the end-of-life costs of its products;
- j) **Cost efficiency**, if third parties receive funding scope and performance has to be defined clearly; tender procedures if possible
- k) **Fee modulation**, reflecting the **net costs** of a packaging, taking into consideration the packaging' **recyclability** in a second step;
- l) **Monitoring and enforcement by government and authorities**



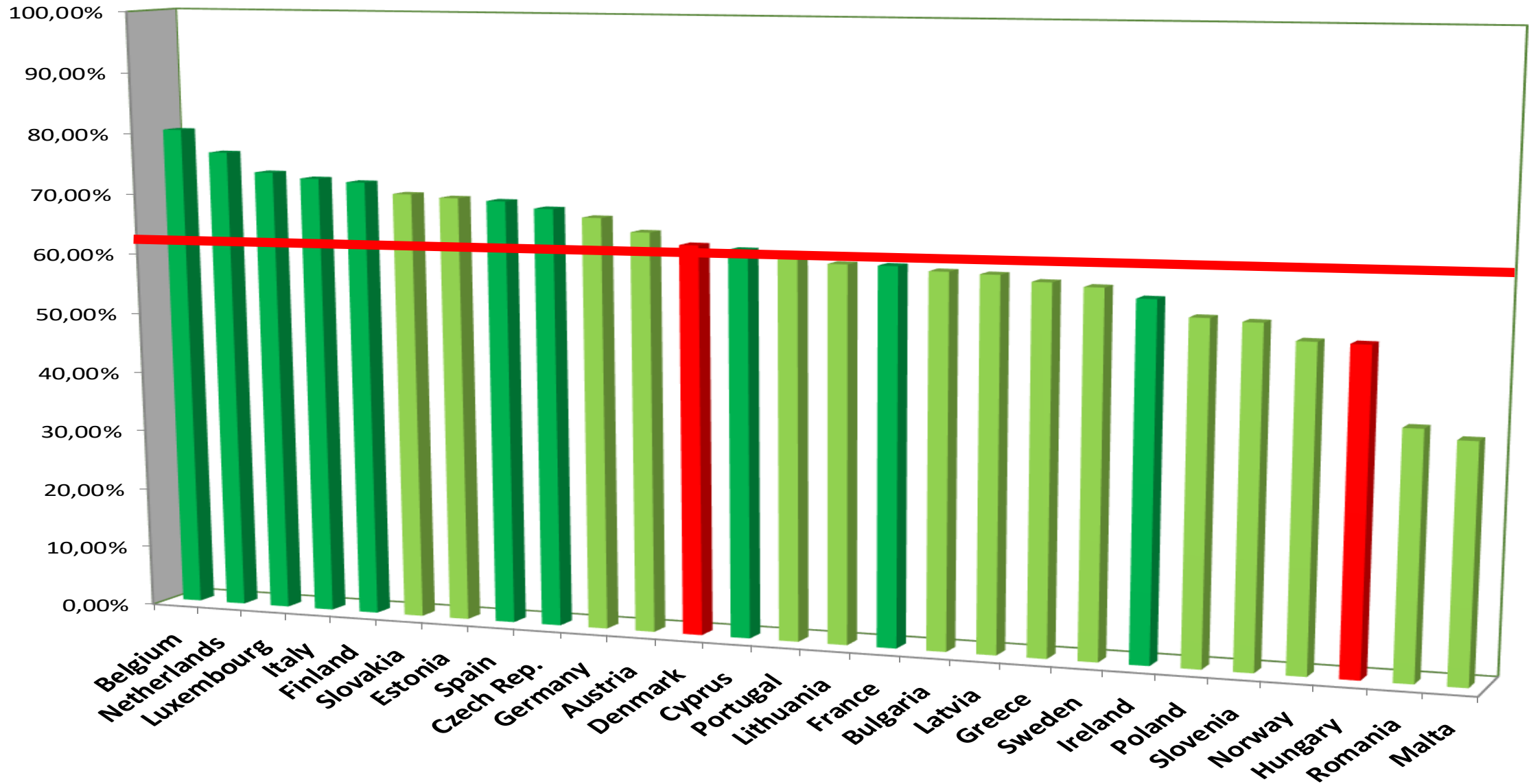
Waste Framework Directive (2018) – Learnings from 25 years EPR

Article 8a

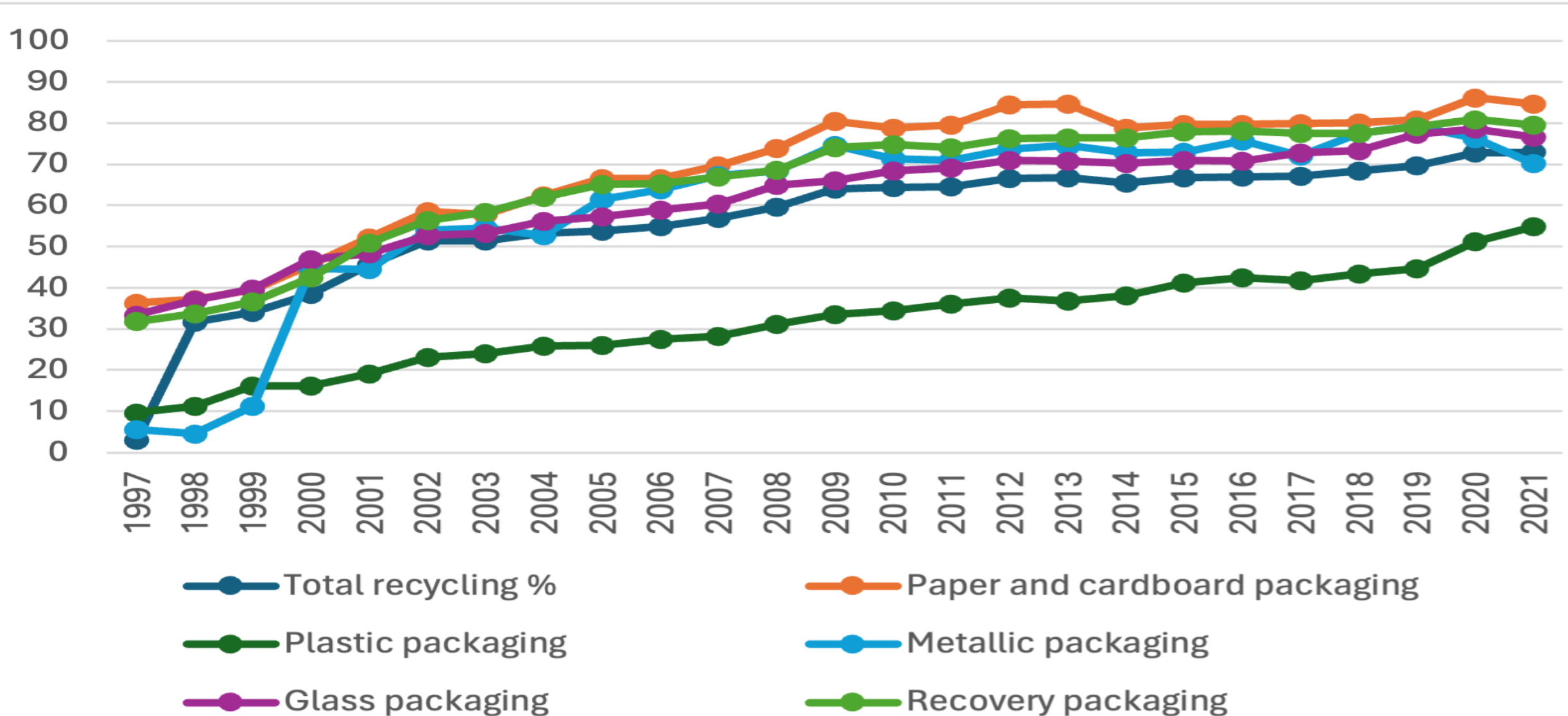
Sets out general, minimum requirements for EPR with regards to:

- Roles and responsibilities
- Target compliance
- Reporting
- Equal treatment of producers
- Information to waste holders targeted by EPR schemes & Member States
- Transparency
- Cost coverage
- Eco-modulation
- Efficient & necessary costs
- Monitoring and enforcement
- Independent strong Oversight in case of competition
- EU & National Dialogue platforms

Overall Recycling Performance in 2021 – all materials



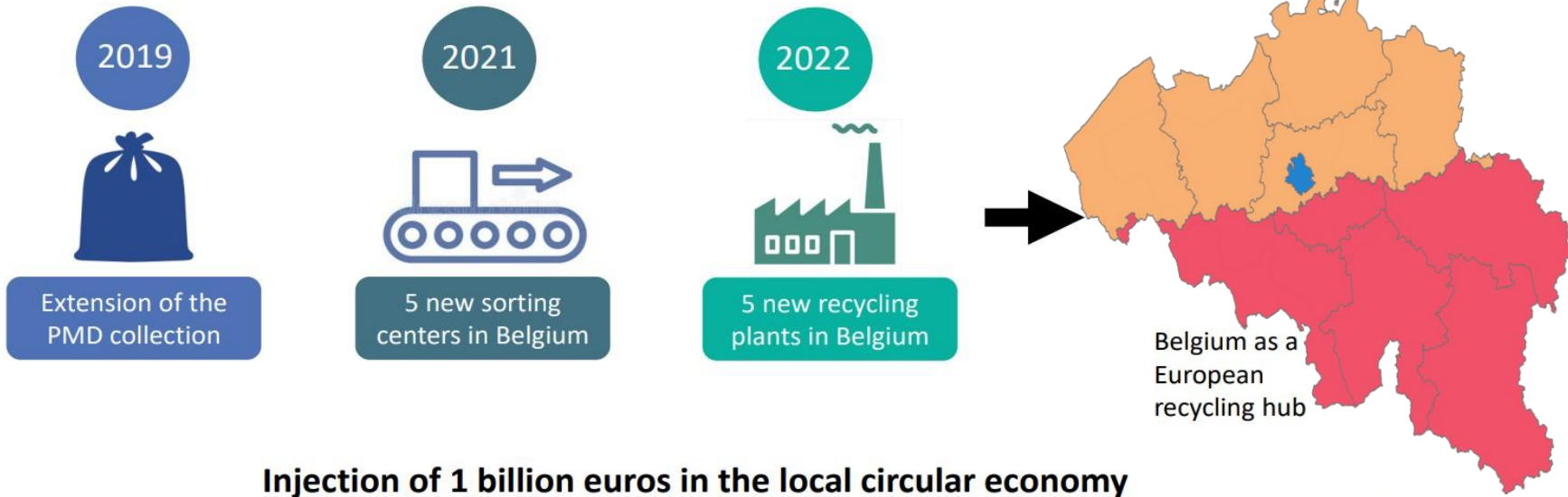
Best practice: Italy: Performance 1997 – 2021



Belgium – Best practices in the management of household packaging (Fost Plus)



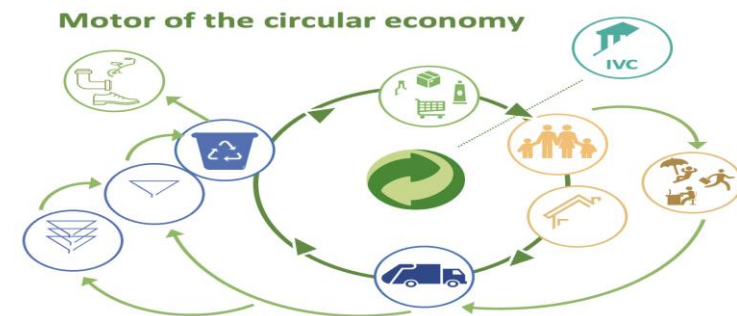
The New Blue Bag as a catalyst for the circular economy



3 Regions:

- Flanders (6 mio inhabitants)
- Wallonia (4 mio)
- Brussels (1 mio)

Regions are competent for waste management, but have created a joint legislation for packaging waste: “Interregional Cooperation Agreement”



CO2 emission savings

Savings in CO2 eq emissions due to recycling and recovery of packaging waste is equal to 0,7%-1% of carbon footprint of EU-27

Eurostat estimates that the total carbon footprint of EU-27 was equal to 6.8 tonnes of CO2 per person in 2019.

https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Greenhouse_gas_emission_statistics_-_carbon_footprints

The CO2 eq saving per inhabitant achieved by recycling and using packaging waste is comparable to the average production of CO2 emissions of each passenger car over the distance 400-600 km

Average emissions from new passenger cars registered in Europe in 2020 - 107.5 gCO2/km

<https://www.eea.europa.eu/ims/co2-performance-of-new-passenger>

Still great potential when increasing collection, sorting and recycling, especially for plastics!

Technological improvements possible

New recycling processes

Producer Responsibility Alliance

an estimated **45** KG of CO₂ per inhabitant per year

Scenarios in the EXPRA Study	Savings of CO2 eq	
	kg/i nh	mil. t/year
Scenario 1	70, 2	16,3
Scenario 2	65,6	15,2
Scenario 3	56,4	13,1
Scenario 4* - the lowest assumption 80% of Sc. 3	45,1	10,4

THANK YOU!

Joachim Quoden – www.quoden.com



Profession:

10/92 – 01/93

02/93 – 06/06

10/00 – 02/13

01/18 – 12/21

01/00 – ...

04/13 -

10/13 -

04/15 -

06/18 –

09/18 –

06/19 -

07/20 -

Independent Lawyer since 1995

German Ministry of Environment, EPR department

German Green Dot scheme **DSD**, i.e. Syndicus + Head of International Affairs

Secretary General respective Managing Director of **PRO EUROPE**

Member of the **EC Expert Group** on Circular Economy Financing

Member of the **OECD** expert group on EPR

Managing Director of EXPRA

Chair / Co-chair of **ISWA** WG Governance & Legal Issues & Member of ISWA STC

Member of the **Product Stewardship Institute** Advisory Panel (Boston, US)

Board Member of the **CEFLEX** project

Board Member of the **Close the Glass Loop** project

Chair of the **ISWA EU Group**

Member of the Leadership Team of the **HolyGrail 2.0** project

What can the value chain do?

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



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Expira

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Alliance