CLOSE PLASTIC TAP – PLASTIC DOES NOT BELONG TO ENVIRONMENT!

10 AF EU BSR, 13th June 2019 Gdańsk

EEB
European Environmental Bureau

EEB: WHO WE ARE AND WHAT IS OUR ROLE

Europe's largest network of environmental citizens' organisations: 153 civil society organisations, from **30 countries, all 28 EU MS, 30m EU citizens**

Over 40 years of env. policy expertise with Circular Economy a key focus area: EEB working groups + NGO coalitions to address plastic pollution

BREAK FREE FROM PLASTIC & RETHINK PLASTIC ALLIANCE

Break free from plastic: global movement for a future free from plastic pollution, representing 1,400 organisations, 62 members in Europe.

Rethink Plastic is the alliance of Break Free From Plastic members **working with European policy makers to stop plastic pollution at source, through reduction, better design and better management of plastics**

i.e. ZWE, EEB, FoEE, ECOS, Surfrider, Greenpeace, Environmental Investigation Agency, ClientEarth, Seas at Risk, CIEL...
https://rethinkplasticalliance.eu/about-us/

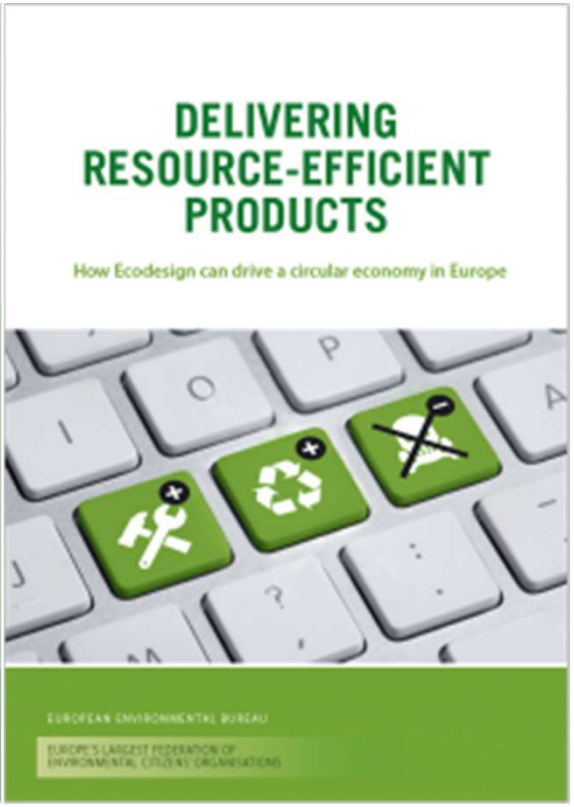
RETHINK PLASTIC

EEB European Environmental Bureau

What is the EEB?

EEB
European Environmental Bureau

www.eeb.org



- www.eeb.org

www.makeresources.eu

Not only about recycling!

To fit the wider system, circular economy solutions must be filtered by those principles:

1. Slow
(long life of products)

2. Small
(no superfluous waste)

3. Local
(territorial hierarchy)

4. Clean
(no toxic substances)

5. Sustainable feedstocks

6. Perpetual
(downcycling avoided)

European Commission

Towards an EU circular economy

In a circular economy, **waste and resource use** are minimised

When a product reaches the end of its life, the materials it is made of can be **used again**

This brings major economic benefits, contributing to

innovation, growth and job creation

The **EU Action Plan for the circular economy**
covers the whole cycle from production and consumption,
to waste management and the market for secondary raw materials

Internal Market, Industry, Entrepreneurship and SMEs

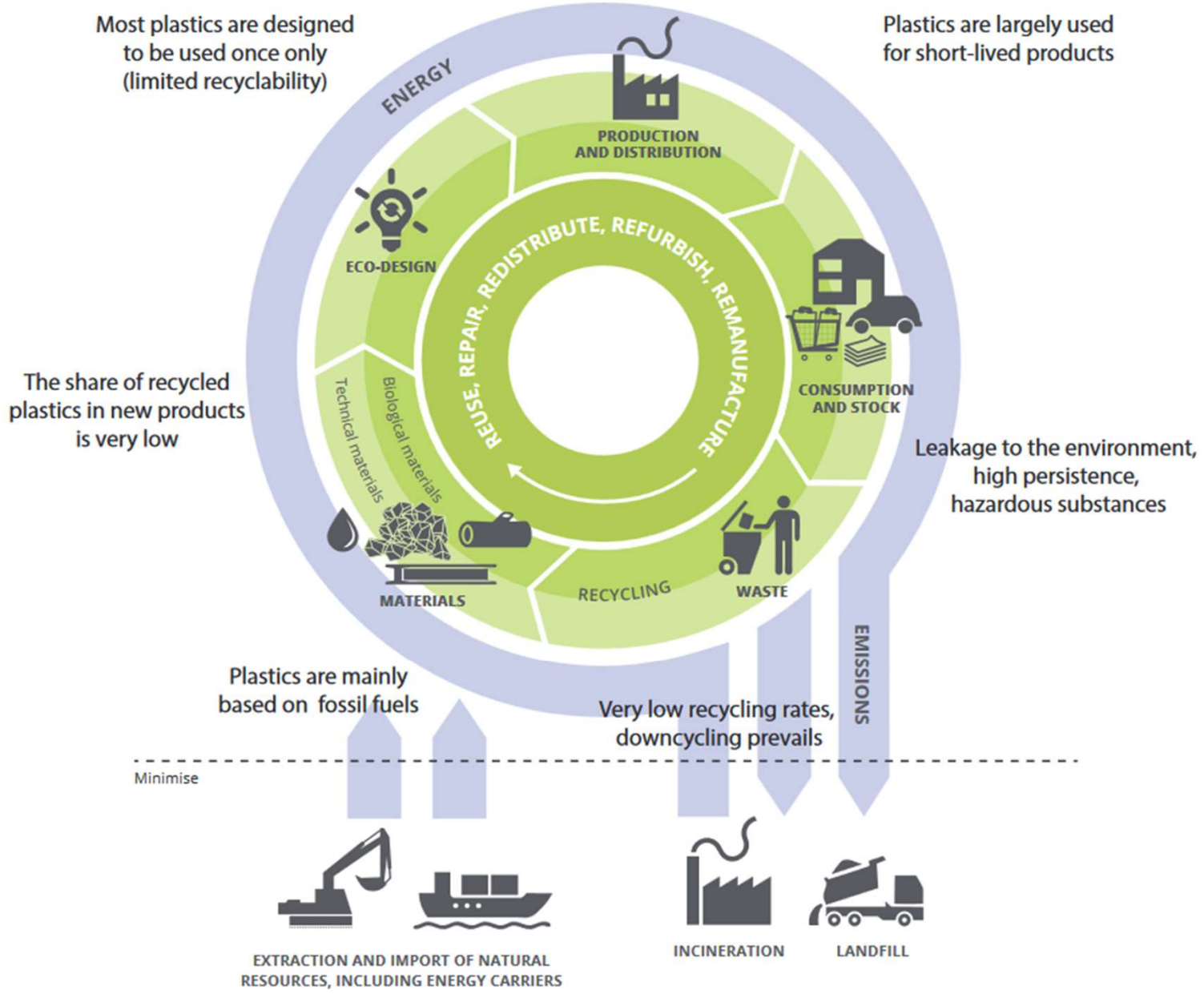
The Waste Package: Jobs and Economic Opportunities

In the period 2015-2035, the implementation of the waste package will deliver at least:

- Increasing employment in the waste sector: adding more than **100 000 jobs** by 2035
- Cost-efficient waste management with financial savings amounting to **5 billion euro**
- A total of **20 billion euro** worth of benefits to society
- Contributing to combatting climate change by avoiding **300 million tonnes of CO2** emissions

Revised waste legislation

- *New targets:*
  - **Municipal waste recycling – 55% (2025), 60% (2030), 65% (2035)**
  - **Packaging waste recycling – 65% (2025), 70% (2030) + *material specific targets***
  - **Landfilling of municipal waste – max 10% in 2035**
- *Reinforced separate collection rules – including mandatory separate collection of biowaste*
- *Minimum general requirements on **Extended Producer Responsibility***
- *MS to ensure that **separately collected waste is not incinerated / landfilled** unless it delivers a better environmental outcome*


Most plastics are designed to be used once only (limited recyclability)
Plastics are largely used for short-lived products
ENERGY
PRODUCTION AND DISTRIBUTION
ECO-DESIGN
REUSE, REPAIR, REDISTRIBUTE, REFURBISH, REMANUFACTURE
CONSUMPTION AND STOCK
The share of recycled plastics in new products is very low
Technical materials
Biological materials
MATERIALS
RECYCLING
WASTE
Leakage to the environment, high persistence, hazardous substances
EMISSIONS
Plastics are mainly based on fossil fuels
Very low recycling rates, downcycling prevails
Minimise
EXTRACTION AND IMPORT OF NATURAL RESOURCES, INCLUDING ENERGY CARRIERS
INCINERATION
LANDFILL

PROBLEM: OUR PLASTIC PLANET

RETH!NK PLASTiC

OCEAN GARBAGE PATCHES

Over **5 trillion** pieces of plastic currently litter the ocean. More than **8 million tonnes** of plastic leaks into the ocean each year. Plastic is concentrated in five ocean current areas (map). Once in these patches the plastic does not go away on its own. Source

There are now close to **500 ocean 'dead zones'** in the world. The Great Pacific Garbage Patch is relatively twice the size of Texas. Source

RETH!NK PLASTiC


Stop
Plastic
Towards a future free from plastic pollution
RETH!NK PLASTiC


OFF

Review

An overview of chemical additives present in plastics: Migration, release, fate and environmental impact during their use, disposal and recycling

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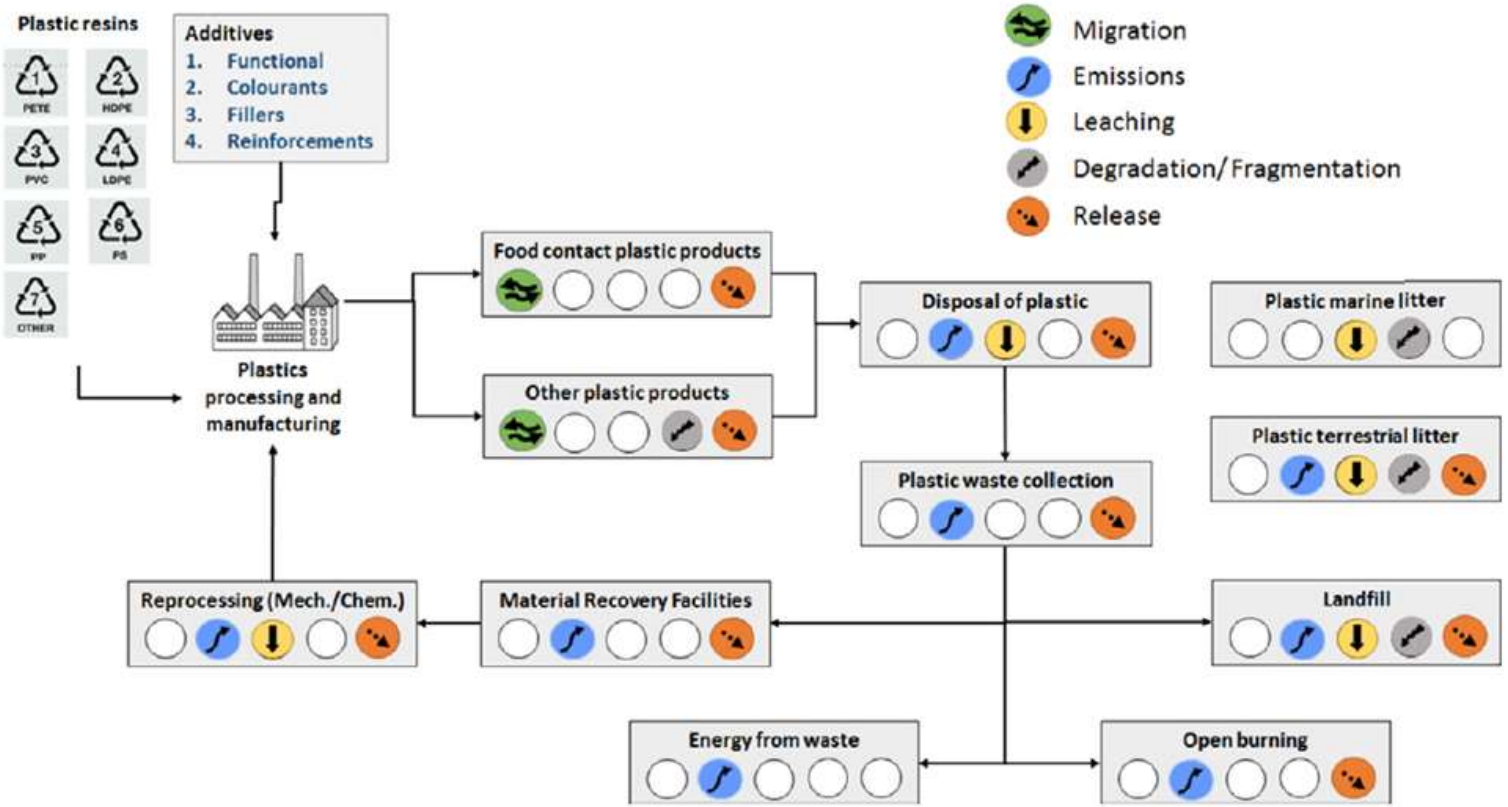



MOINS DE SACS POUR NOTRE ENVIRONNEMENT!
J'utilise des sacs réutilisables
J'utilise moins d'emballages
J'utilise moins d'emballages
Hello Again!
J'utilise des sacs réutilisables
IO USO UN SACCHETTO RIUTILIZZABILE
I use reusable bags
J'utilise des sacs réutilisables
FOLOSESTE MAI PUTINE AMBALAJE!
J'utilise moins d'emballages
Pour la planète

WHY RETHINK PLASTICS?

Crisis and opportunity

- Plastics as a global pollution crisis – fastest growing pollutant in the world – 6,300 MT of waste (*2 by 2035)
- Requires urgent and coordinated action
- The European CEAP and Strategy on Plastics presents an opportunity tackle pollution and provide global leadership
- There is a clear socio-economic case for action on plastic pollution

Plastics production has increased twentyfold since 1964, is expected to double again in the next 20 years and almost quadruple by 2050.


EU PLASTICS STRATEGY
© iStockphoto/Sami Sert/AlexKazachok2
European Commission

Action on single-use plastics and fishing gear

Proposal for a ***Directive***

Different measures for **each item** taking into account:
- **consumer behaviour/needs**
- **opportunities for businesses**

Adoption ***2019***

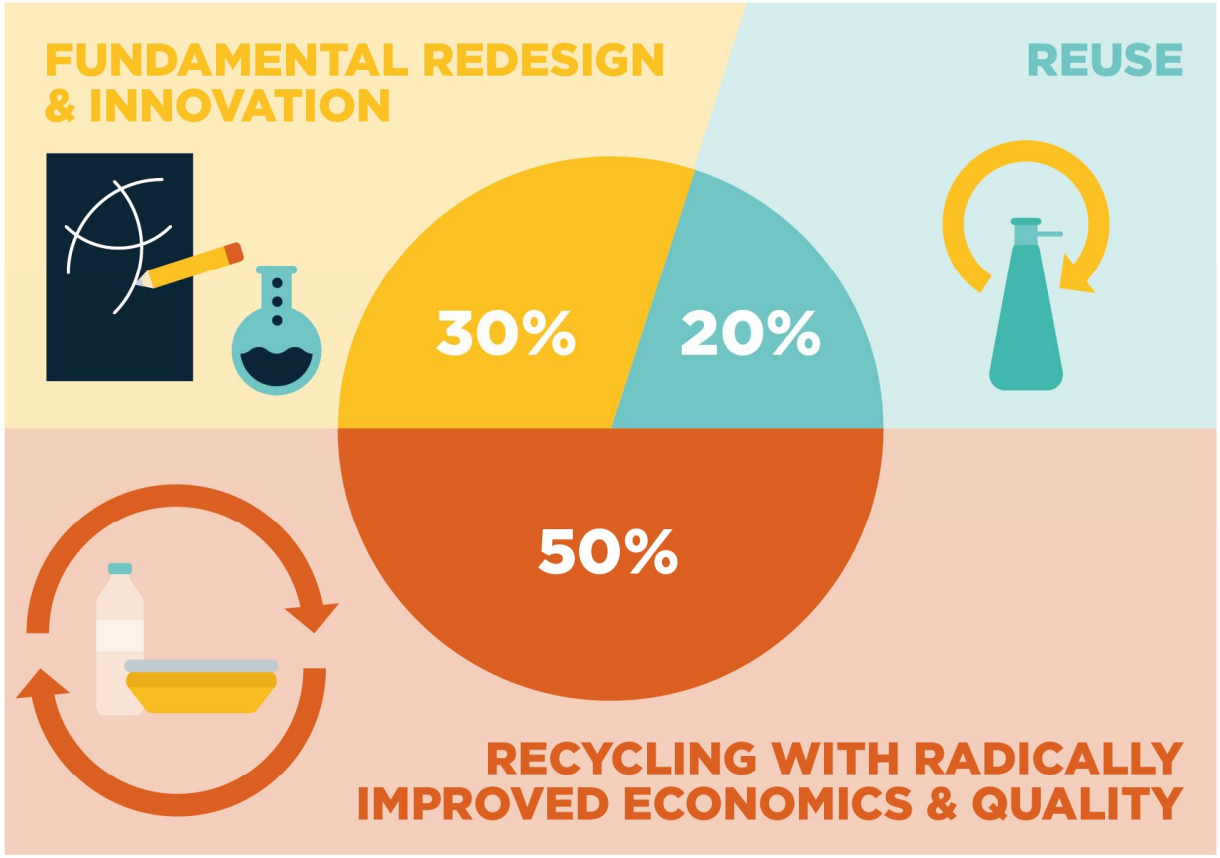
- **Bans:** cotton bud sticks, cutlery, baloon stick, straws , stirrers
- **Consumption reduction:** food containers, beverage cups
- **Marking:** tabacco products, wet wipes, sanitary products
- **EPR:** all packaging, tabacco, baloons and wet wipes
- **Separate collection and recycled content:** bottles

Europe is tackling the 10 most found plastic waste items on Europe's beaches promoting sustainable alternatives.

 Cotton buds	Ban on single use **cotton buds** made with plastic, to be replaced on the market with sustainable alternatives.
 Cutlery, plates, straws & stirrers	Ban on single use **cutlery, plates, straws and stirrers** made with plastics, to be replaced with more sustainable alternatives.
 Sticks for balloons and balloons	Plastic **sticks** for balloons to be banned and replaced with sustainable alternatives. On **balloons**, producers to contribute to awareness-raising, clean-up, collection, waste treatment and introduce new labelling on the environmental impact of the product and recycling options for consumers.
 Food containers	Significant national consumption reduction of plastic **food containers**. Producers to contribute to awareness-raising, clean-up, collection and waste treatment.

 Cups for beverages	Significant national consumption reduction of plastic **cups for beverages**. Producers to contribute to awareness-raising, clean-up, collection and waste treatment.
 Beverage containers	Producers to contribute to awareness-raising, clean-up, collection and waste treatment of **beverage containers**; product design requirements to attach **caps and lids** to beverage containers; **90% separate collection target for plastic bottles**.
 Cigarette butts	Producers to contribute to awareness-raising, clean-up, collection and waste treatment of **cigarette butts** and other plastic tobacco product filters.
 Bags	Producers to contribute to awareness-raising, clean-up, collection and waste treatment of lightweight **plastic carrier bags**, in addition to existing measures in the existing Plastic Bags Directive.
 Crisp packets/ sweet wrappers	Producers to contribute to awareness-raising, clean-up, collection and waste treatment of **plastic packets and wrappers**.
 Wet wipes and sanitary items	New labelling requirements for **sanitary towels and wet wipes** to inform consumers on environmental impact of the product and how to dispose of it properly. Producers to contribute to awareness-raising, clean-up, collection and waste treatment of **wet wipes**.
Fishing gear	Producers of fishing gear containing plastics will be required to cover the costs of waste collection from port reception facilities and its transport and treatment. They will also cover the costs of awareness-raising measures.

Three strategies to transform the global plastic packaging market



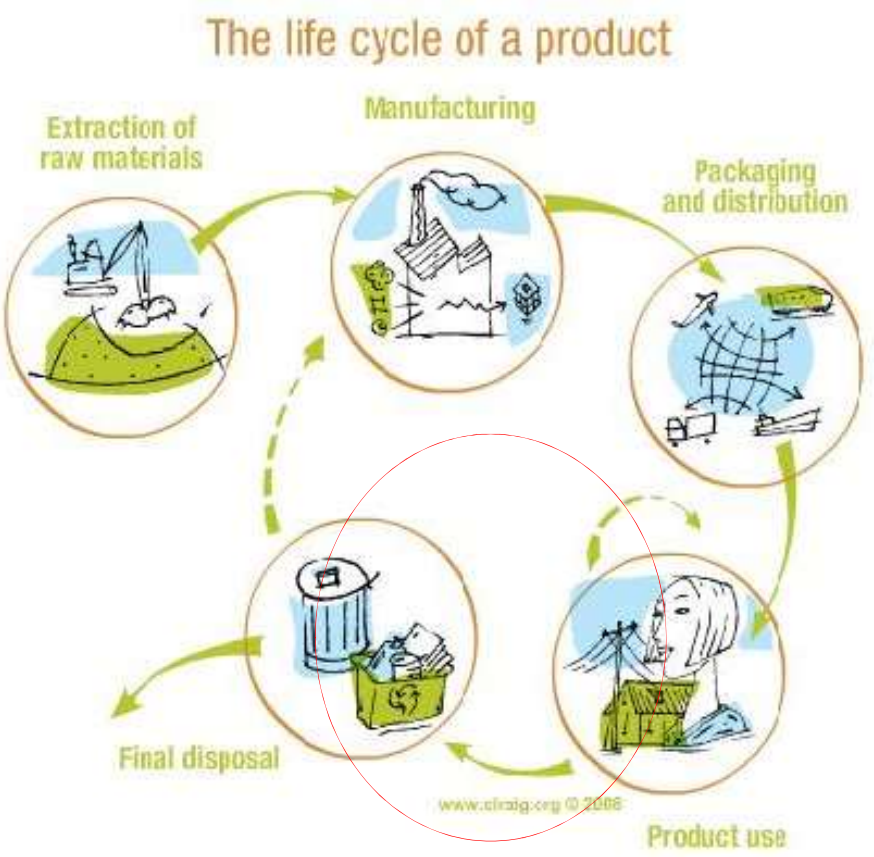
World Economic Forum and Ellen MacArthur Foundation
The New Plastics Economy – Catalysing action (2017, www.newplasticseconomy.org).

NEW PLASTICS ECONOMY

ELLEN MACARTHUR FOUNDATION

Design – untapped potential for packaging

- 80% of the environmental impacts of products are determined at design stage
- CREATIVITY
- Packaging that we would like to keep and re-use



More info:

- www.eeb.org
- www.makresourcescount.eu
- www.zerowasteeurope.eu
- www.acrplus.org
- https://rethinkplasticalliance.eu/

EEB
European
Environmental
Bureau

THANK YOU!

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ADDITIONAL AUXILIARY SLIDES
For discussion

EDUARDO LEAL

Enough is enough!

What's next?

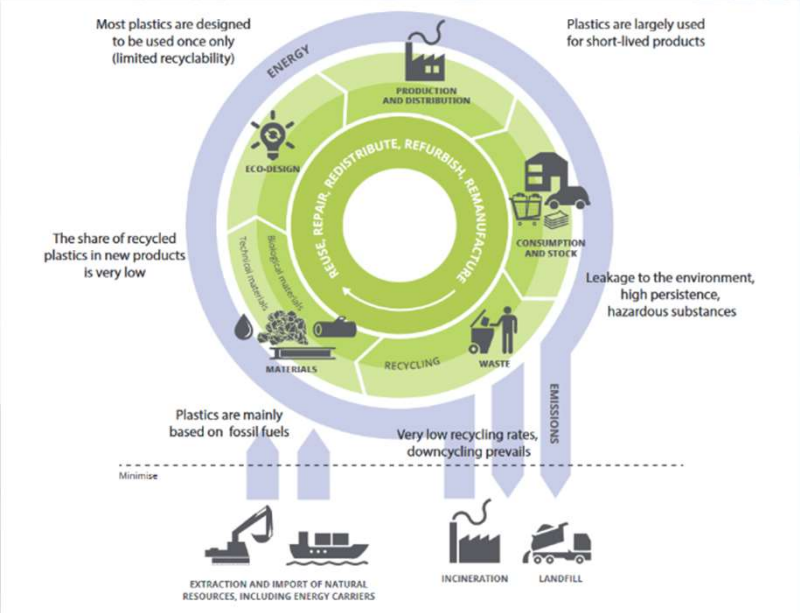
What's next?

Incremental improvements or radical redesign of a system?

Dematerialisation

- Light-weighting is an important lever for dematerialisation, but with limitations from a system perspective (EMF – New Plastics Economy)
- Redesign of the layers with weight reduction, making it simpler are more compatible with recycling/composting while keeping same function (ex. coffee capsules Vergnano, Lavazza)
- Concentrated liquids
- Smart functionality

Reuse (prevention) comes first!



- Reusable bags, cups, bottles
- Boxes, also for online shopping
- Dispensers
- Optimised secondary packaging to store and transport goods
- Zero Waste solutions

Packaging recycling

Packaging recycling

- Make sure the packaging you produce is separately collected
- And able to be recycled in a safe, high standard (local) facility
- That is not a burden for the recyclers because of its complexity
- Complex multi layer packaging vs single fully recyclable material

Design for disposal or incineration

- Should be disencouraged
- Higher EPR fee should be imposed if unavoidable

10 KEY STEPS

TO GET THE CIRCULAR ECONOMY **BACK ON TRACK**

8 ENSURE EXTENDED PRODUCER RESPONSIBILITY (EPR) MINIMUM REQUIREMENTS SUPPORT WASTE PREVENTION AS A PRIORITY

and that fees are modulated based on the environmental impact of products, including durability, reparability, non-toxicity, recyclability, ensuring the higher levels of the waste hierarchy are prioritised. Producer fees should cover the full net costs of collection, treatment and related activities to prevent waste and littering of products covered by EPR schemes.

POLSKI KLUB EKOLOGICZNY
EEB European Environmental Bureau
Coalition Clean Baltic
EKOAGORA
PLASTIC FREE OCEAN
investGDA invest in gdansk
EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION
Interreg Baltic Sea Region
EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

•EU wide binding requirements to set higher EPR fees for non-recyclable products.

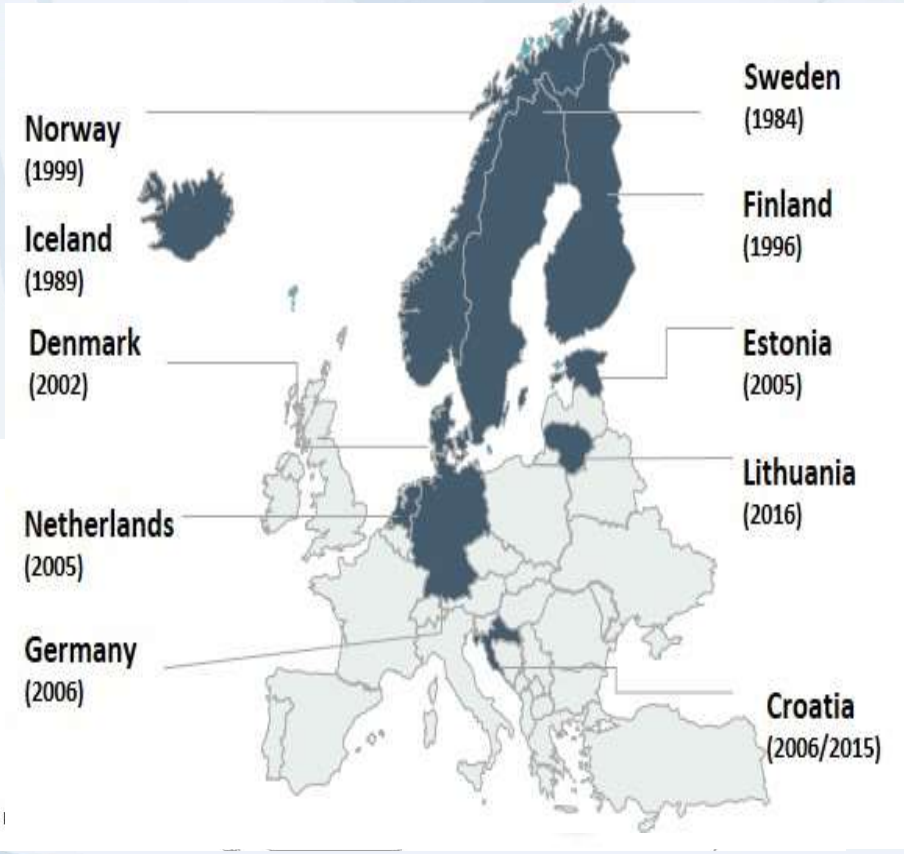
- Plastic marking to provide clarity for the consumer and recyclers. (Products passports)

•Innovation potential encouraged in EPR:

- polymers designed for multiple loops
- avoiding non-compatible polymers (ex, Colgate-Palmolive, mono material pouch by Dow, Tyson and Printpack)
- biobased plastic with specific recycling schemes

- Promote tax reductions for recycled content in products and packaging (minimum content?)

Deposit - Return Systems
a catalyst for quality and quantity



→ In a throw-away society there is one thing that consumer does not want to throw-away → money

More than **35 billion UBCs** are returned annually through RVMs.

TOMRA

Beverages packaging makes up to 40% - 50% of littering volume (Deutsche Umwelthilfe)

Deposit systems are highly effective in reducing littering

→ Even if consumer decides to litter, someone else will pick it up to get $$$
→Bottles without a deposit system are 10 times more likely to be littered

Deposit systems are successful examples of **Extended Producer Responsibility** to:

1.	Achieve high recycling rates	6.	Improve environmental standards
2.	Capture valuable resources	7.	Achieve landfill reductions
3.	Recover quality input material for bottle-to-bottle recycling	8.	Save local authorities money
4.	Stop beverage container littering	9.	Create new green LOCAL jobs
5.	Change behaviour within society	10.	Vector of change towards Circular Economy

The pioneer role of existing **Deposit Schemes** will ease the spread of this and other market based instruments **as inevitable part of the future Circular Economy**.

TOMRA

FUNDACIÓ PREVENCIÓ DE RESIDUS I CONSUM

Deposit Refund System of Beverage Containers

1. Reduction on the amount of waste to be collected and treated (light packaging, residual waste).
2. Reduction of marine littering.
3. Reduction of streets and beaches cleaning.
4. Savings due to the reduction of all these services, estimated in 7% - 9% of annual cost of collection and treatment.
5. Higher economic value in the market of high quality materials (steel, aluminium and PET) in relation to medium-low usual quality materials

	Usual quality materials	High Quality materials
Steel cans	0,17 €/kg	0,23 €/kg
Aluminium cans	0,75 €/kg	1,37 €/kg
PET bottles	0,334 €/kg	0,400 €/kg

RETORNA.ORG

Is packaging a solution?

- Packaging is part of the solution to avoid food waste, but very limited.
- However, it is also a part of a model supporting overconsumption, globalisation and single-use society that creates a huge amount of waste
- Packaging compared to content (ie cornflakes)
- Promotional packaging (2 products wrapped)
- Why a number of packaging free shops in Europe is skyrocketing? (and Zero Waste, Slow Food)
- There was less food waste in the old times when there was no single use packaging

Food Waste vs Packaging

What is then the solution?

- Working on behaviour and awareness is of paramount importance (incl planning for shopping
- Food Date Labeling (“best before” and “use-by”)
- Small, local production an consumption = local sustainable jobs, more revenue for the farmer
- Food delivered just in time, and seasonal.
- Less single use packaging needed
- Better quality food and less waste

= Consuming less packaging is possible without renouncing to protection, information nor quality of food and does not have to create more food waste

Bioplastic innovations

Deutsche Umwelthilfe

Bioplastics

Myths and facts

Key messages from environmental NGOs on bioplastics

1. Clearly distinguish between “compostable” plastics and materials made from biomass feedstocks
2. Tackle single-use and throw away practices as first priority before highlighting renewable materials and biodegradability
3. Evaluate indirect impacts through competitive uses for feedstocks and ensure their traceability from the very beginning before scaling up demand
4. Producer responsibility means bio-based plastics should be designed and collected for reuse and mechanical recycling
5. Biodegradable plastics require a complete integration into an (industrial) composting system
6. There is a limited range of specific applications and uses for single use bioplastics such as biowaste collection bags