



CircularEconomyMissions



# EU EXPERIENCES ON EPR AND CIRCULAR ECONOMY

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# ONE SLIDE ABOUT **LANDBELL GROUP**

## 1. Operating as a **Pan-European Producer Responsibility Organization (PRO)**

**34** Schemes for  
**BATTERIES**  
**WEEE**  
**PACKAGING**



in **14** countries

## 2. Offering **Consultancy** (WEEE, Batteries, Packaging, Chemicals)



## 3. Developing **Software Solutions** e.g. to operate a PRO



# EPR – THE HISTORY

EPR started 1991 in Germany for packaging.

## Why?

- Increasing Packaging **Volumes**
- **No Landfill** Capacities
- **Increasing cost** leading to increasing waste collection charges for citizens
- **Promote better packaging design** generating less waste by less & recyclable material



**Producers made responsible to take care for the collection / recycling of “their” waste packaging**





# WHY IS **EPR IMPORTANT** FOR A CIRCULAR ECONOMY?

For a Circular Economy **products and packaging need to be recycled and re-used** and hence recyclable/reusable














**Extended Producer Responsibility (EPR) plays a vital role:**

- Producers have **control over product design**
- Producers can accept **extended responsibility** but consequently request **control over related processes and cost.**
- EPR provides **incentives** to producers to prevent wastes at the source.

**= a „self-financed and incentivized system“** with no cost to public budget

## >25 YEARS EPR IN EUROPE - LESSONS LEARNED



-  Significant **increase in recycling**
-  Competition leads to **innovation** and lower cost to consumers
-  Clear **reduction of weights** on article level (less material use / item)
-  No significant **impact on overall reduction**, since products sales / market driven
-  Partially **difficult to recycle materials** (light but not separable compounds)
-  Not necessarily an increased **use of recycled materials** (in closed loop)
-  Missing enforcement / uncontrolled competition leads to **unfair practices**
-  **Freeriding** in case of no or insufficient enforcement
-  **Complexity** for producers due to non-harmonized national legislation
-  **Lack of investment security** e.g. due to lack of adjusted legal targets
-  **Lack of consumer awareness**

# HOW TO **STRENGTHEN** THE PRINCIPLE OF EPR?

- **Ambitious + realistic recycling targets**, phasing out landfill / incineration - *for more **recycling***
- **Competition** in the waste and resource markets - *for **innovation in process and technology***
- Clear **roles and responsibilities** for **all** actors + minimum **requirements for Producer Responsibility Organizations (PROs)** - *for a true **level playing field** between all actors*
- **Quality Standards** for processes and materials – *for **increased use** of recycled materials*
- **Independent authorities** running producer **registries** + proper **enforcement** of rules incl. **cross-border cooperation** - *to **combat free-riders** / assure **compliance** of all actors*
- Increased **consumer awareness** – *for better **waste sorting** / educated buying decisions*
- **Incentives** (e.g. modulated fees) incl. harmonized evidence documentation - ideally **global** in a world of global trade - *for an increased recyclability and **use of recycled materials***
- **Less complexity** of **EPR administration process** for producers (harmonization) – *for **efficiency and compliance***

THANK YOU FOR YOUR ATTENTION

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