



Plastic Packaging Recycling: towards a sustainable industry

Cesare Spreafico co Chairman – EPRO



Brussels 1st of march 2010



What is EPRO?

- EPRO, European Association of Plastics Recycling and Recovery Organisations
- Registered in Brussels
- 19 members – 16 countries
- Aim: To exchange experiences and thus optimise national effectiveness through international co-operation

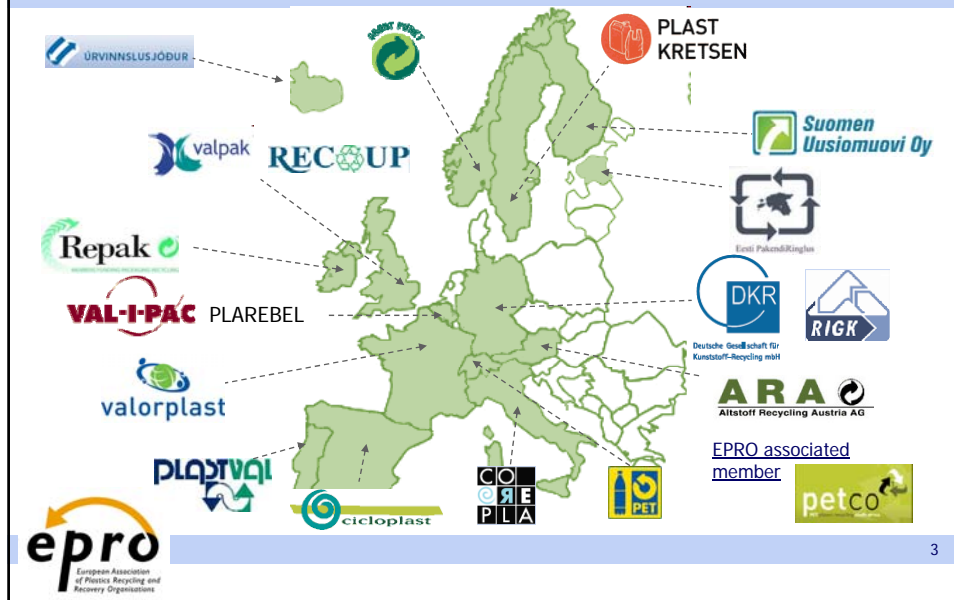


www.e-pro-plasticsrecycling.org



2

EPRO members



EPRO – Activities

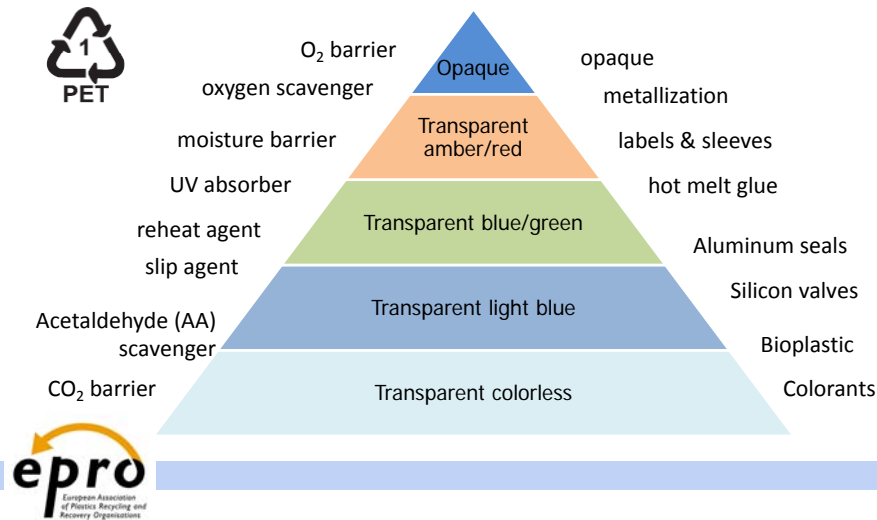
European PET Bottle Platform - EPBP

- The main objective of the European PET Bottle Platform is to evaluate technologies / products and to allow new PET bottle innovations, while optimizing the economic and environmental consequences for the European PET recycling industry.
- It will do so by promoting the recyclability of PET bottles on the market by:
 - Establishing European harmonised guidelines for PET bottles recyclability that will be accepted across the whole value chain.
 - Encouraging industry to test new PET bottle concepts and/or materials before market launch according to the harmonised guidelines.
 - Giving advice and recommendations to the different stakeholders.
 - Sharing information and knowledge across the whole value chain.



EPRO – Activities

European PET Bottle Platform - EPBP



EPRO – Activities

EuCertPlast Project

- European Funded Project, EACI / Eco-innovation programme
- To develop a standardised audit and certification scheme for plastic recyclers in Europe;
- To align the audit process with the new European standards for plastics recyclates (in particular EN 15343 'Plastics Recycling Traceability and Assessment of Conformity and Recycled Content').
- Scheme:
 - assess good practice
 - assess output quality
 - gain in terms of greenhouse gases

Partners: EuPR, EuPC, Cyclos, EuPET, Recovinyl

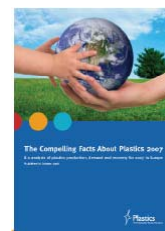
EPRO – Activities

Plastic Data Alliance

- The data for the end-of-life phase was for the first time collected in a plastics value chain partnership.

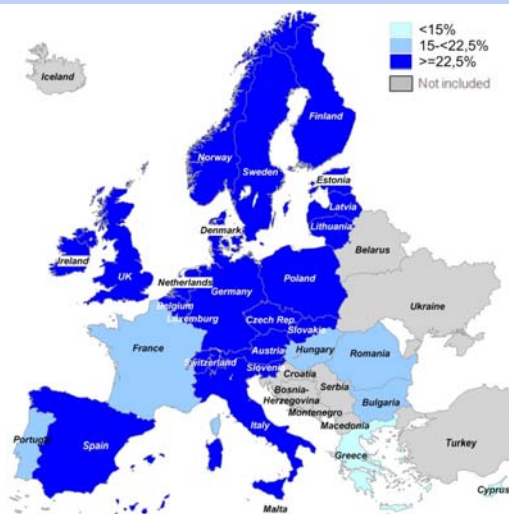


- The result is a consolidation of the waste generation and recovery data since 2006 for EU27+N/CH.
- EPRO is focussing on end-of-life of plastic packaging.



7

Europe – Packaging recycling in 2008



8

Main topics for a future agenda

- Building common rules
- Renewable feedstocks – es bioplastics
- Promote greenpurchasing
- Innovation in technology and applications
- Incentives

Thank you

www.euro-plasticsrecycling.org