CENTRAL EUROPE
COOPERATING FOR SUCCESS.

Eco Design for the Enhancement of Central Europe Paper Based Products Recycling Loop

Axel Fischer
Milano, September 24, 2012
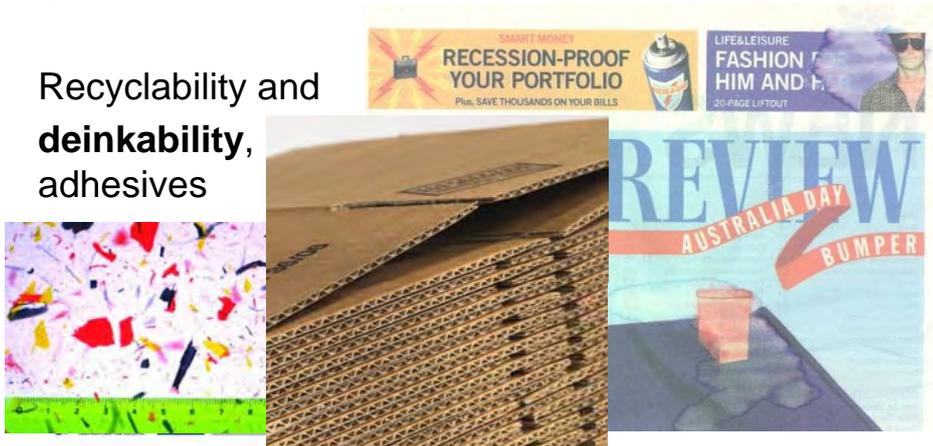

EcoPaperLoop: Key issues

Paper collection systems

CENTRAL EUROPE

Paper product design
(printed products, packaging)

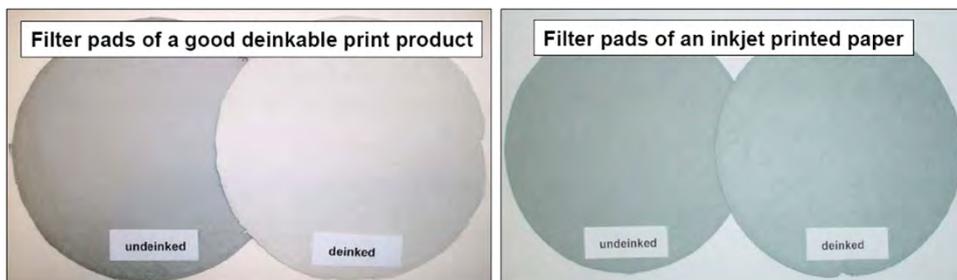Recyclability and
deinkability,
adhesives

Paper product design
(printed products, packaging)

Filter pads of a good deinkable print product

undeinked | deinked

Filter pads of an inkjet printed paper

undeinked | deinked

Website, Twitter, YouTube …

Creating awareness

by communication

The following text appears in the website screenshot:

- Together with all partners, develop a roadmap for new transnational policy strategies.

This is, as the project has just been approved, a first very basic website. Come back later for more information.

Questions? info@ecopaperloop.eu.

Follow @EcoPaperLoop

Kick-off meeting on Monday & Tuesday **Sept 24 & 25**, 2012 in Milano, Italy. The first day of the meeting will at **Palazzo Mezzanotte** in the center of Milano concluded by a press conference at the end of the day.

Press Release 1/2012: EcoPaperLoop Project Launched in Milan

Environmentally friendly printed products – what does it take for that? The **EU Ecolabel** defines some criteria (EU Commission decision of Aug 16, 2012). More about the criteria:

http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32012D0481:EN:NOT

Application documents already available in German here:
www.eu-ecolabel.de/produktgruppen-kriterien.html

Environment Commissioner Janez Potocnik: "Many Member States are still landfilling huge amounts of municipal waste – the worst waste management option - despite better alternatives, ...

Creating awareness

Target: all members of the paper chain

- **Publishers and printers**
- **designers, packaging users**
- **print buyers**
- **converters**
- **local public administrations**
- **…**

Creating awareness

Thank you!