

Inspiring
Packaging
Recycling

EXPRA P4R - A project of the EXPRA Sustainability and Packaging Working group



About EXPRA

Alliance of EPR recovery and recycling systems (compliance schemes) for packaging waste, owned by obliged industry and working on non for profit basis;

Strong focus on collection of packaging waste arising at municipal / household level and communication campaigns for separate collection;

Currently, 26 members in 22 European countries (17 EU Member States) and in Israel and Quebec, Canada.

Providing over 240 million people with infrastructure for collection & recycling of used packaging; recovering over 16 million tons of packaging per year.

Working in close partnership with obliged companies and local authorities.



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Producer
Responsibility
Alliance

Our Members – 26 non-profit PROs

Fost Plus
Belgium

VAL I PAC
Belgium

Ecopak
*Bosnia and
Herzegovina*

EcoPack
Bulgaria

EEQ
Canada

Green Dot
Cyprus

EKO KOM
*Czech
Republic*

ETO
Estonia

RINKI
Finland

Herrco
Greece

Öko Pannon
Hungary

IRF
Iceland

TAMIR
Israel

CONAI
Italy

Valorlux
Luxembourg

PAKOMAK
Macedonia

GreenPak
Malta

Nedvang
Netherlands

Grønt Punkt
Norway

ECO-ROM
Romania

ENVI-PAK
Slovakia

Slopak
Slovenia

Ecoembes
Spain

Ecovidrio
Spain

FTI
Sweden

CEVKO
Turkey



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Our EXPRA mission

To enable members to continuously **improve their services** by ensuring low costs to their client companies and convenient infrastructure for inhabitants

To promote a sustainable and efficient, **not-for-profit/profit-not-for-distribution EPR** scheme, driven by the **obliged industry** and offering a service of **public or collective interest**.

To provide a **platform for exchange of experience and know how** for our members but also for other stakeholders

EXPRA Working Groups

Regulatory
Affairs
Committee

Technical
Matters

Sustainable
& Packaging

Data &
Reporting

EPR &
Competition

Plus EXPRA's Communication Directors Network



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EXPRA Sustainability and Packaging Working group

- Stimulates the activities of producers and importers of packed products towards the eco-design/design for recycling of their packaging;
- Gathers, pools and exchanges information on the activities regarding packaging prevention;
- Communicates information to stakeholders on eco-design innovations and examples of packaging prevention best practices

<http://www.expra.eu/en/Sustainability>



S&P WG projects

➤ **Drops on S&P**

<http://www.expra.eu/en/Sustainability/sustainability-drops-news-from-expra-members>

➤ **Multinationals Network**

<http://www.expra.eu/en/Sustainability/ecodesign-activities#530>

➤ **Website Packaging 4 Recycling**

<http://www.packaging4recycling.eu/>



THE MULTINATIONALS NETWORK

EXPRA Strategic Committee:

DANONE, UNILEVER, NESTLE, PROCTER&GAMBLE, CC
HELLENIC, COKE CCE, ARDAGH GROUP, TETRAPAK

&

S&P WG Workshop:

IKEA, ECOVER, AMCOR, KELLOGG, HENKEL, SPA WATER,
AIM, DOW, FRIESLAND CAMPINA, DELHAIZE GROUP,
BALL, FERRERO, ILLY, NATUREWORKS



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P4R: Packaging for recycling - Objectives

- Raising awareness of recyclability and relevant guidelines,
- Providing information of cutting-edge and innovative packaging trends;
- Strengthening the links between packaging producers and recyclers.

P4R: Packaging for recycling

The website provides a dynamic online information tool aimed at allowing users to self-assess the recyclability of packaging, according to a roadmap based on the following recyclability critical control points:

- Design;
- Labelling;
- Collection;
- Sorting;

P4R: Packaging for recycling

The tool also allows users :

- to find out how recyclable their packaging is;
- facilitates access to best practices and guidelines, across Europe, on packaging design, labelling, collection systems and sorting;
- Includes an overview of Research and Development (R&D) initiatives currently under development.

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PARTNERSHIP IS A KEY TO SUCCESS



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