



## PRESS RELEASE

# New Manifesto for successful Extended Producer Responsibility for packaging

Brussels, 18 January 2013 - Eleven European producer responsibility systems for packaging waste are launching a joint Manifesto for successful Extended Producer Responsibility (EPR) for packaging, particularly focused on household packaging.

The Manifesto explains the essence of EPR and key aspects that the eleven organisations consider as essential for EPR organisations in order to achieve the best results - both economically and environmentally.

*“With companies responsible for the collection and recycling of packaging at the end of life, EPR is a practical way to implement the ‘producer pays’ principle. By applying the principles of the Manifesto, organisations are making an important contribution to ensure that packaging waste is collected and recycled in a cost-effective and practical manner”* said William Vermeir, Managing Director of Fost Plus.

Among the key points of the Manifesto are the following:

- **EPR organisations should be owned by the obliged companies and run on a not for profit basis.** The best guarantee for the lowest cost to society and compliance with environmental and legal objectives is for an EPR organisation to be founded, run, financed and controlled by the obliged companies (i.e. the companies who put products on the market and are required to collect and recycle these products/ packaging once they have reached their end-of-life stage).
- **There needs to be strong governmental support and monitoring.** National legislators should therefore set out clear criteria for the accreditation of EPR organisations. Municipalities also have a role to play, which is why it is crucial that there is a close partnership between the local authorities and the EPR organisation.
- **There are many advantages of having one rather than multiple organisations in each country.** For example, this ensures that the government can execute effective and efficient control, that obliged companies are treated in a non-discriminatory manner and that there is an effective market-functioning.



- **The EPR organisation needs to be set up in a way that ensures sustainable financing.** It is of key importance that the organisation is set up in a way that ensures that all necessary finances are provided to ensure effective implementation in accordance with the applicable legislative framework.

- **The EPR organisation should contribute to packaging optimisation and waste prevention.** This contribution can constitute of advising the obliged companies how to improve the environmental performance of their packaging, *inter alia* through better design, functionality and material use. The EPR organisation should also ensure that effective and targeted awareness and communication campaigns are run among inhabitants, about the importance of sorting and recycling.

Zbyněk Kozel, CEO of EKO-KOM said *“We have drafted an ambitious Manifesto, and I am proud to be representing one of the organisations behind it. By adhering to the principles of the Manifesto, obliged companies ensure that their EPR organisation provides added value across the product life cycle and that it involves all stakeholders from government to local authorities and the broader waste management sector”*.

Through active promotion, the eleven organisations are calling on industry to support the principles of the Manifesto and hope to obtain endorsement by the authorities.

A new association will also be launched shortly to pursue these key EPR aspects, promote best practice and information sharing as well as intensify its members’ common cooperation and exchange of best practice in the waste management sector. An official launch of the new association will take place in Brussels this spring and more information will follow on this soon.

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The eleven organisations behind the Manifesto are: CONAI (Italy), EcoEmbes (Spain), Ecopack Bulgaria, ECO-ROM Ambalaje (Romania), EKO-KOM (Czech Republic), Envipak (Slovakia), Fost Plus (Belgium), Green Dot Cyprus, Greenpak (Malta), Nedvang (the Netherlands) and Valorlux (Luxembourg).

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