

# CIPA Congress 2018

## The European EPR-Model

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# Today's presentation

- EPRO and the WG on Agricultural Plastics
- The Drivers behind the Establishment of NCS
- The European Model
- European Systems
- Conclusion



# EPRO and Working Group on Agricultural Plastics

# What is EPRO?

- EPRO, European Association of Plastics Recycling and Recovery Organisations
- EPRO-Members must guarantee recycling target achievement in their respective countries
- 20 members – 17 countries, open for new members, also outside Europe (Canada + Southafrica)
- Aim: To exchange experiences and thus optimise national effectiveness through international co-operation



[www.epro-plasticsrecycling.org](http://www.epro-plasticsrecycling.org)



European Association Of Plastics Recycling  
& Recovery Organisations



# WG-Agricultural plastics



Spain



Germany



Ireland



France



Iceland



Norway



Canada



European Association Of Plastics Recycling  
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# Goals of the Working Group

- **Form a technical expert group specialized on the recovery of farm plastics**
- Make existing schemes more efficient
- Support the development of new collection schemes
- Develop standards and statistics
- Link the players in the value chain: Plastics industry, Agricultural sector, waste management operators and recyclers

# The Drivers Behind the Establishment of Collection Systems



Population in 2050 = 10 Billion



„Like an Asteroid in slow motion...”

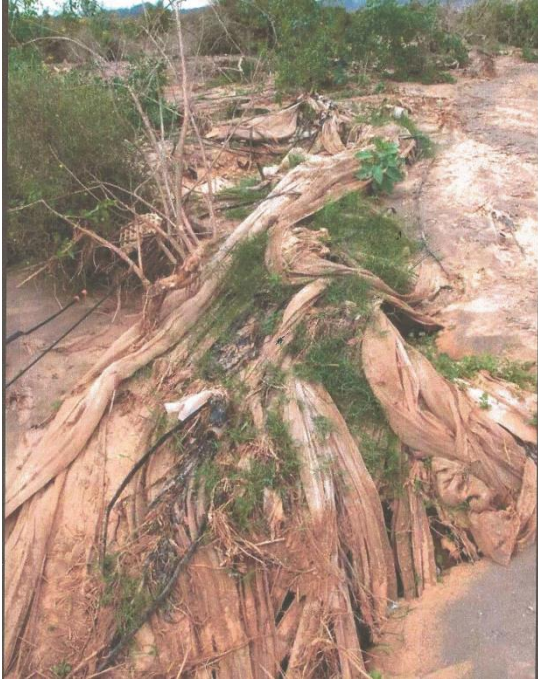
**Microplastics**

**Marine Littering**



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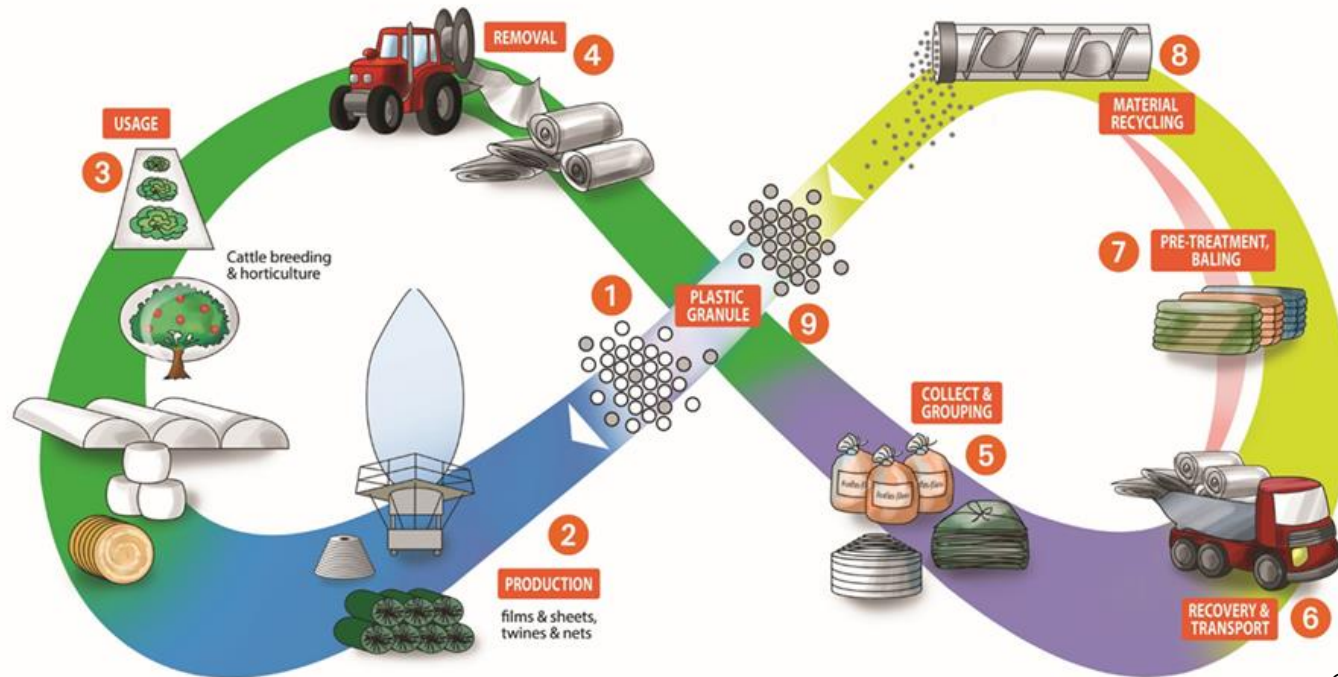




# Economic Drivers

- A sustainable and systematic collection of Ag-plastics is needed by farmers
- Especially due to the China Import ban and the rise disposal costs
- Economies of scale are achieved through the systematic approach
- Regranulates, produced through the circular approach, can be reused in new produced and cost savings can be achieved
- Industry image is key to industries success

... the solution is the circular economy model



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- A zero landfill approach is possible in the case of agricultural plastics
- Design 4 Recycling of the Products
- Establishment of collection schemes

# The European Model



**No general European Legislation on AG-Non-Packaging Plastics**

**But a lot of voluntary Initiatives based on Extended Producer Responsibility**



**European Plastics Strategy  
Circular economy package**





# REACTIVE

# PROACTIVE

Voluntary Commitment by the European  
Plastics Industry:

Set Recycling targets for polyolefin films  
used in agriculture (2020)



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# Key principles of the European Model

- Commitment from the industry based on a consensus
- Minimum of 80% market participation
- Territorial and product coverage
- Local modalities on operations (Think global, Act local)
- Quality of the collected material is important
- All clients of the industry should be served in the system

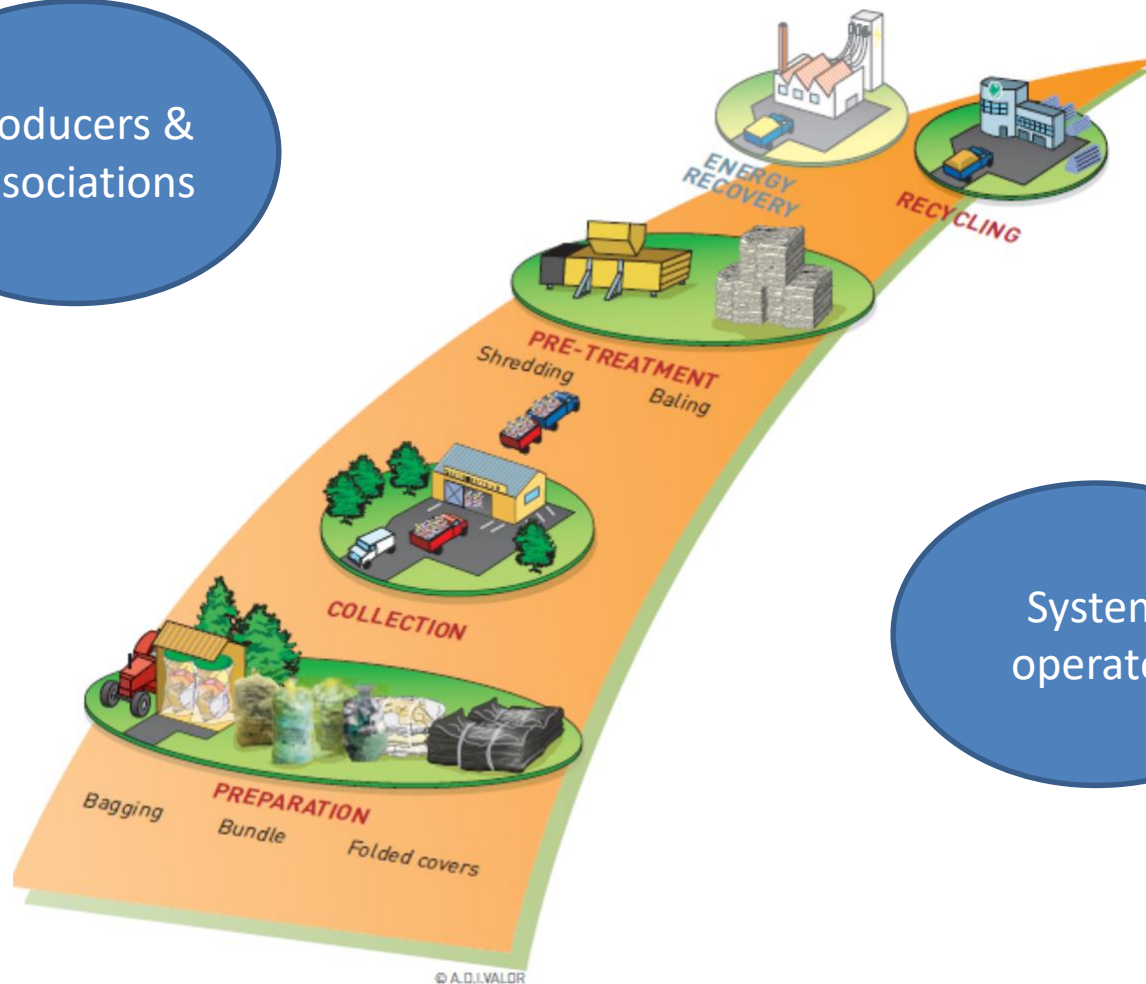




Based on a shared responsibility model



Producers & Associations



System operator

# Key Tools used in Efficient European-Systems

- Operator should be a specialized company see EPRO-members
- Pre market study before the system launch
- Cost internalization (contribution included in the product price)
- 3-years budget (operative costs, administration, marketing costs), recycling targets plan
- Standard contract structure with members and collection points
- Specialized communication & marketing strategy is needed
- R&D Budget to develop innovative technical solutions (RAFU)



# European Systems



Spain



Germany



Ireland



France



Sweden



Norway



Iceland



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# Systems for Non Packaging AG-plastics

- Most Systems are specialized on Agriculture
- Models of collection are pickup and bring systems: All 7 are mixed solutions
- Some Systems are based on a national law or pressure by the government (Ireland, Iceland, Spain)
- France, Sweden, Germany are based on voluntary agreements within industry
- Some schemes operating on a monitoring approach, others take full operative responsibility others are a mixture of both approaches

# Results

„Without effective collection, no high recycling rates can be reached“

Average collection rate in countries with schemes  
75% (90% recycling rate on collected Vol.)


VS.

Average collection rate in Europe 63% (50%  
recycling rate on collected Vol.)



# Conclusion

- There are substantial economical, social and environmental reasons to set up collection systems for Ag-plastics
- Agricultural plastics can be a good example for a working circular economy
- There are some principles and key tools that make EPR-systems successful
- Voluntary initiatives from the Industry are successful
- The countries that have systems in place achieve better results meaning higher recovery and recycling rates



**„If we want to sustain the value of used agricultural plastics, we have to keep them in the value chain“**



# Thank you for your attention!!!



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