ECO DESIGN FOR THE ENHANCEMENT OF CENTRAL EUROPE PAPER BASED PRODUCTS RECYCLING LOOP

COMMUNICATION PLAN

Version 2 (November 2013)

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EcoPaperLoop – Communication Plan

Contents

Mission Statement

Raise awareness and provide tools to enhance the recyclability of paper products as well as the collection of paper for recycling in the Central Europe region in order to secure good quality raw material for the paper industry and reduce environmental impact

1. Project targets

EcoPaperLoop aims at
- creating new advanced know-how on paper based products recyclability in the CE region,
- establishing new capabilities for the diffusion and application of paper recyclability assessment in the Central European area,
- fostering innovation in the environmental sector through the adoption of better solutions for the recyclability of paper products,
- increasing the awareness of stakeholders and decision makers of the private and public sector on paper recycling.

The project is expected to strengthen the territorial cohesion between lead knowledge providers in the paper recycling field and decision makers in the regions through awareness creation meant to develop a common understanding in the region of what recycling-oriented design means as well as its implementation routes.
The long term project sustainability will be assured by the connection with essential actors of the paper value chain as well as by the development of new life cycle thinking strategies in the private and public sector.

2. The project's core outputs

Validation of new method for the assessment of packaging recyclability (PMV Darmstadt):
The new developed assessment methodology for paper based packaging products will be jointly developed and agreed by the research centres involved in the partnership. The work will be carried out at laboratory scale and the behaviour of the most meaningful parameters analysed and used to build up the packaging product database. The method will be written according to most common standard methods in the field to facilitate the adoption and its larger implementation in the project follow up. The new method is tested in the different laboratories participating in the project and results are compared. The method is validated according to statistical analysis.
Communication related activities:
- partners themselves will develop further knowledge in the field
- paper value chain stakeholders will get the opportunity to verify the recyclability performance of their products using a common methodology
- public and private laboratories of the Central Europe region will get to know the method through public events and various means of dissemination activity
- packaging converters, packaging users and Public Administration/Authorities may use the tool to improve product recyclability performance or sustainability in the framework of voluntary product certification (i.e. Eco-label) and GPP schemes.

Packaging recyclability scorecard proposal (PMV Darmstadt):
The packaging scorecard proposal will be constructed by the project partnership. However, a strong interaction with the external advisory board as well as regional stakeholders is forecast throughout the project. Relevant feedback will be used to set threshold values taking into account the goal of improving recovered paper quality in relation to the existing technical solutions. The scorecard will be provided in a format similar to the already existing scorecard for the recyclability of printed products adopted by the European Recovered Paper Council. It will be a short document reporting scope, reference to assessment method, product categories, parameters, score calculation, thresholds, and rating of final results (see example at http://www.paperforrecycling.eu). The

new scorecard will allow to evaluate eco-friendly recyclability of paper based packaging products used in many applications such as corrugated boxes, folding boxboard, barrier coated food packaging, light weight bags etc. The scorecard developed by assessment campaign results and the most relevant info in the BoK questionnaires. The proposal will take into due account feedback from the external advisory board as well as the face-to-face discussion with regional and local stakeholders.

Database on quality of **paper for recycling** (TU Dresden):
The stakeholder regarded as important are paper and board mills based on paper for recycling, paper and board collecting companies and traders as well as local authorities responsible for waste management and environmental affairs. The scheme of the database will allow the organisation of the data in a logical manner which helps to simplify and clarify the relationship between the efficiency and effectiveness of the defined collection system and the boundary conditions governing the recycling situation in a given region, which desires improvements. The main overall objective of the database and one of the core outputs of the whole project is to provide means to users which allow them to identify and to quantify the kind and the extent of potential improvements for a sufficiently well described initial paper recycling situation once the relevant boundary conditions had been sufficiently accurately fed into the system. The main task of this sub-WP therefore is the creation of the database and the development of appropriate input and output masks. Irrespective of a specific concrete situation the database will also provide the background for general conclusions in terms of which of the classified collection strategies would best fit a given situation characterized by its specific boundary conditions.

Recommendation guidelines (TU Dresden):
Recommendations guidelines will be developed concerning the specific situation in the countries addressed by the project (e.g. choice of a specific collection strategy under given conditions or recommendations with respects to measures which might bear the potential to improve the situation through changes in the boundary conditions. The more general conclusions will be summarized in a list of matching situations including suggestion with respect to promising improvement strategies for both the collection system as well as the regions characteristics. The guidelines preparation and development will benefit from feedbacks obtained through a strong connection with WP6.

LCA of selected graphic products and **LCA of selected packaging products** (COBRO Warsaw, Innovhub-SSI Milano):
The study will address the influence of favourable eco-design solutions on the recyclability performance of printed products and on packaging products having transnational relevance in the region. The study will use the results obtained in WP3 and WP4 taking into account – the present disposal/recycling options as well as the best strategies envisaged in the course of project implementation. Additionally, the influence of such solutions will be analysed taking into account, when relevant, citizen behaviour and economic situation.
Results of life cycle analysis studies on selected printed products and on packaging products will be based on the standardized method of life cycle assessment. The environmental impact categories previously selected will be analysed in the LCA impact assessment. Final results will be interpreted according to the goal and scope of the study.
Target groups addressed by both studies are mainly paper mills, converters, collectors of paper for recycling, public authorities (i.e. environmental agencies), and regional public bodies. Additional target groups especially for print products are print shops and editors. Additional target groups especially for packaging products are packaging users, retailers, and brand owners.

Sustainability software base tool (Innovhub-SSI Milano, COBRO Warsaw):
A sustainability software based tool is developed throughout project implementation. The tool takes into account the bulk of data attained in WP3 and WP4 and focuses on recyclability behaviour of different paper based product category in relation to end of life option in different countries. In principle the software tool is built on the basis of database queries from the results of WP3 WP4 and WP5. I.e. questions are posted on the website and the information entered by the users is matched to what data are available in the database constructed, giving tailored answers to users' request. The possibility of developing a payback calculator is taken into account, however, it depends on the complexity of the developed databases and what/how many impact categories have to be assessed.
Full LCA depending on the impact assessment method is not easily implemented in web-based software because it takes into account many impact categories. However, data and set of parameters gathered along the project will be included in the calculator to give results about product's recycling options and sustainability. The sustainability calculator will evaluate the impact of a product eco-design innovation on the recycling and environment, giving back to the user a scientific quantitative result regarding e.g. recycling process waste, raw material reduction, energy consumption, GHG emissions and in general regarding the most important recycling parameters and environment impacts related to the paper products categories. Solutions will be searched for implementing a simplified analysis without compromising the complexity of the results.

Portray of current body of rules describing local and regional situations (ICP Ljubljana):
The updated state-of-the art situation concerning body of rules of paper products and the implementation of relevant EU regulations in CE regions will be described in a package guide book. The package will also provide information about regional stakeholders and societal attitude towards paper collection and recycling, eco-design as well as recyclability issues. All these information and analysis will be utilized in the development of the roadmap.

Roadmap report and transnational strategy (ICP Ljubljana):
Based on the current body of rules describing local and regional situations as well as face-to-face meetings, on-line consultation and stakeholders brainstorming, the PP will jointly develop a roadmap report for the implementation of project results into new policy guidelines. A transnational strategy will be defined identifying short-term and long-term goals as well as solutions with largest possible stakeholders' consensus in order to achieve the highest possible homogenization of policy rules in the CE region. The roadmap is translated into the national languages of the PP and disseminated in electronic form and hard copies before the final conference. The roadmap is made available on the project website and during project implementation will be selected the best solution to ensure its availability after the end of the project.

3. Situation analysis

Collection of paper for recycling:
Throughout the CE region, systems to collect paper for recycling are not at the same level of quantity and quality. The collection rate varies from 39 to 77%. If all regions involved will increase the collection rate to 70, 75 or even 77%, an additional amount of 2,5, 3,2 resp. 3,5 million tonnes of paper for recycling will be sourced. By far the highest potential for this increase is in Poland, the second highest in Italy. The Waste Directive (2008/98/EC) requests to "promote high quality recycling; waste shall be collected separately if technically, environmentally and economically practica-

ble and appropriate to meet the necessary quality standards for the relevant recycling sector". With the view of facilitating or improving recovery – which will have to respect the Waste Hierarchy and environmental protection principles, "waste shall not be mixed with other waste or other material with different properties".

Availability of paper for recycling:
Threats to the availability of used paper and board for recycling are energy generation and exports of paper for recycling outside the CE region. Both threats increase in cases of improper collection systems – more details see below under "Collection of paper for recycling:".

Energy generation:
It is 2,38 times more resource efficient to use wood for making paper and recycling it instead of burning wood.

Exports of paper for recycling:
There is a demand for paper for recycling in Asia, particularly in China. This demand is also driven by low freight rates from West to East. Low qualities of paper for recycling, which need sorting, are particularly attractive for export due to lower labour costs in the receiving countries.

Recyclability:
The key actors to influence the recyclability of a paper product are printers and converters as well as their suppliers. There is not yet sufficient awareness about recyclability issues. The EU ecolabel for printed matter as well as national or regional ecolabels help to raise this awareness, but only for graphic products.
Potentially critical substances can limit the use of certain paper products in recycling and thus affect the attitude of the stakeholders to support recycling.

4. Messages

Basic messages can be derived from the situation analysis. Further messages have to be developed as the project proceeds. Content and design of the messages have to be adapted to the audience (see also chapter 5).

Collection of paper for recycling:

Main message:
To secure that used paper can be recycled in the paper industry, the collection has to be separate from other materials. Multi-material collection schemes ("co-mingled collection") where all recyclable materials are collected in one stream must not spread further in CE and must be phased out where it already exists. Co-mingled collection leads to contact with organic materials, a higher share of unusable materials and refuse and is therefore less resource efficient and more costly. Countries where co-mingled collection is predominant today must make significant progress towards the targets on separate collection set out by the Waste Directive.
Supporting messages:
Increasing the collection rate to the level of the best performers in CE will source additional 3,5 million tonnes of paper for recycling which is a growth of 24%.

Means to increase paper and board collection rates in CE are firstly rewarding consumers for collecting and secondly improving the acceptance (convenience) of collection systems. The third factor is to increase the environmental awareness.
A paper collection in good quality saves energy for sorting
Target audience: Local authorities, collectors of paper for recycling.

Energy generation from wood and paper for recycling:

Renewable energy policies must implement the Waste Hierarchy whereby material recycling is a priority over energy recovery, since it is 2,38 times more resource efficient to use wood for making paper and recycling it. Paper fibres should only be used for energy generation at the end of its lifecycle when it can no longer be recycled into new paper.
Target audience: Local authorities, operators of incineration plants.

Exports of paper for recycling:

Main message:
When contracting the collection of paper for recycling, the local authorities should respect their social responsibility for added value in their region and respect the proximity principle.
Supporting message:
Utilisation of paper for recycling close to its source saves energy for transport and is less burden for traffic.
Target audience: Local authorities.

Recyclability:

Main message:
Information about paper recycling processes and its requirements including examples and scenarios how insufficient recyclability can affect the mills' operation short-term and long-term. Suggestions to the target audience should be made how to design paper based products with respect to good recyclability.
Supporting message:
Good recyclability requires less energy in processing paper for recycling to recycled paper. Example: Dispersing and multiple-loop flotation are not essential process steps in deinking. They are established due to insufficiencies in ink detachment during pulping and due to contaminations in paper for recycling. In Europe, the last disperser in deinking for newsprint was installed as late as 2007. In North America, there are some plants operating without disperser – and consequently with one-loop deinking. Re-simplifying the deinking process can save about one third of the energy.
Target audience: Printers and converters and their suppliers, environmental authorities.

5. Stakeholders and audiences

Stakeholders are predominantly professionals in the paper value chain, in the private sector as well as in public authorities. The following table gives an – non-exhaustive – overview of the key stakeholders and the status of their involvement. A more precise and comprehensive listing will be in the table "List of entities reached" which is currently under development and will be updated regularly.

Country / regional coverage	Name and description	Contact established	Remarks
Europe	CEPI Issue Group Quality of Paper for Recycling Representatives of paper and board mills utilising paper for recycling, associations of the paper industry	yes	
Europe	European Recovered Paper Council Representatives of European associations of the paper value chain	yes	CEPI, CITPA, EADP, ERPA, ETS, EuPIA, Feica, FEPE, Finat, INGEDE, INTERGRAF, RadTech
Europe	INGEDE and its working groups Representatives of deinking mills	yes	
CZ	Environmental agency	no	Contact possible through UBA (DE)
DE	Umweltbundesamt (UBA; Federal Environmental Agency) Public Authority supporting Ministry of Environment	yes	
DE	Verband der Wellpappen-Industrie Producers of corrugated board	yes	
DE	Zellcheming Technical Committee RECO Representatives of paper and board mills utilising paper for recycling, suppliers, institutes, associations of the paper industry	yes	
HU	Environmental agency	no	Contact possible through UBA (DE)
IT	Assocarta, Italian Paper Research Association	yes	
IT	Assografici, Italian Association of paper converters	yes	
IT	Gifco, Producers of corrugated board	yes	
PL	Environmental agency	no	Contact possible through UBA (DE)
SK	Environmental agency	no	Contact possible through UBA (DE)
SI	Environmental agency	no	Contact possible through UBA (DE)

6. Communication activities and responsibilities

Work item	Name / Description	Responsible	Remarks
2.1.1 & 2.1.2	Two press briefings	erma concepts	First one settled in September 2012
2.1.3	Five newsletters	erma concepts	
2.1.4	Two articles per partner country in weekly newspapers and/or in popular science magazines (Target group: mainly citizens)	All partners	
2.1.5	Two scientific / technical articles per partner country in trade magazines (Target group: paper value chain)	All partners	
2.1.6	Five press releases about milestones of the project in all partner countries	erma concepts; all partners	First one settled in September 2012
2.1.7	Production of four video clips about different aspects of the project	erma concepts	One finished, second in progress
2.1.8	At least one radio and TV appearance in all partner countries as e.g. interviews or articles on TV, radio	All partners	
2.1.9	Communication plan	erma concepts	(this document)
2.2.1	Website presenting the project and its findings in detail	erma c concepts	Installed; additionally twitter account
2.2.2	Project promotion workshop	erma concepts, Innovhub, PMV, TU Dresden	Settled in November 2012
2.2.3	Final conference	All partners	
2.2.4 & 2.2.5	Two regional transnational workshop in HU and SI	ICP, UWH	
2.2.6	At least ten presentations at scientific conferences and in technical meetings	All partners	10 presentations achieved; more to come
2.2.7	About five appearances at suitable trade shows and exhibitions for the paper value chain	All partners	First one settled in September 2012
2.2.8	About 30 face-to-face stakeholder dialogues	All partners	18 settled by October 2013
2.2.9	Project promotion materials	erma concepts	Textile bags, pads
2.3.1	At least one promotion seminar per partner country in local language	All partners	PL, SI settled
2.3.2	About four technical oriented guideline documents, methods, assessment schemes	All partners	Work started

Further details see Annex

7. Evaluation and documentation

All project partners are requested to supply proof of communication activities like copies of articles and other media appearances, event programmes, list of participants (preferably with signatures), photos, minutes and the like. The entities actively reached[1] by the communication activities have to be recorded in a dedicated list in MS Excel® format. In addition, emphasis should be put on a qualitative evaluation of the activities. A proven method for this is the submission of evaluation forms in cases where no minutes will be prepared. All material should be sent to the Communication Manager Andreas Faul at erma concepts. The list of entities reached will be distributed from time to time by erma concepts.

8. Internal communication

If not communicated directly, important information of and for the project partners are uploaded to the partner section of www.ecopaperloop.eu. The Press Officer Axel Fischer will take care of that. Project partners are requested to provide the Press Officer timely with the relevant documents.

9. Sources

This document uses data and text from the following sources:

European Declaration on Paper Recycling 2011 – 2015 by the European Recovered Paper Council

CEPI Statistics 2011

EcoPaperLoop Application

Wood flows in Europe (EU27) by Udo Mantau, presented at European Paper Week in November 2012

COST Action E48 “Limits of Paper Recycling”

Separate files:

Annex 1: Communication activity plan

Annex 2: List of entities reached

[1] “Actively reached“ means participation, discussion, cooperation in any form but not addressed by mailings, articles and the like.