



WP6

Translation of the research into new policy guidelines

Task 6.2.2.

Roadmap set up phase

Roadmap Consultation Plan

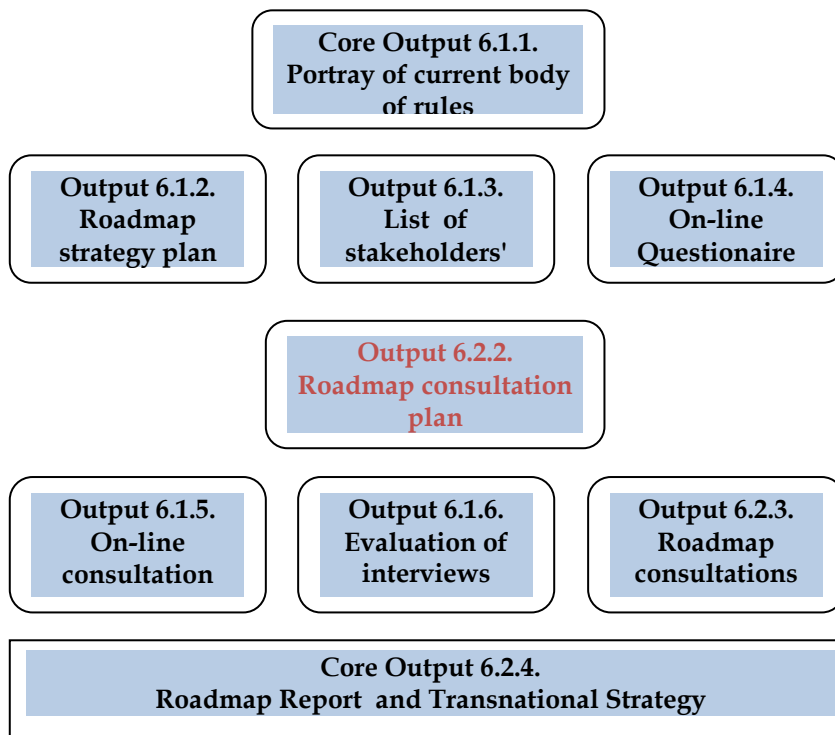
I. Basic information

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II. The aim and methodology

Strategic objective of the WP6 is to stimulate new policies to enhance paper for recycling quality in the CE region. For that, in-depth analyses of the present body of rules affecting paper recycling will be performed in each country of the project to find out the current main constrains concerning policies' implementation. Recommendation for the future best options to enhance paper for recycling quality will be developed through cooperation between the partners and consultation with the key stakeholders.

WP6 activities are planned as follows.



A common strategy for data collection and elaboration of on-line consultation on stakeholders' attitude towards present body of rules was accepted (Output 6.1.2., Strategy plan). Common questionnaire for the on-line consultations (Output 6.1.4.) and joint database of stakeholders' contacts in the partner's countries (Output 6.1.3., List of contacts) was prepared.

This Roadmap consultation plan is developed to define the scope and topics for consultations in relation to the strategic objective, and to set up activities for the implementation of the consultation. The plan includes:

1. Definition of the objectives and topics for the consultation with stakeholders
2. Consultation on stakeholders' attitude towards present body of rules
3. Consultations on roadmap report and proposal for new policy guidelines.

III. Objectives and topics for the consultation

The main objective for the discussions is to identify the main constrains in the present body of rules on paper recycling and recommendations for the policy strategies to improve recovered paper quality in the CE region.

Strategic policy objectives and targets represent the starting point for the discussion. Circular economy is one of Europe's key strategic objectives ("Towards a circular economy: a zero waste program for Europe"). Comprehensive strategy and framework program is established for the promotion of higher resource efficiency that will reduce demand for scarce resources and thus contribute to the competitiveness of the EU economy. Legislative proposal to review recycling and other waste-related targets in the EU was adopted to ensure increased recycling and re-use of valuable materials, stimulating new business models, eco-design and industrial symbiosis that can lead towards zero-waste.

High and effective paper recycling contribute to the overall objectives, saving renewable raw materials, reducing energy consumption and emissions. Paper and paper converting industry is supporting the overall objectives. However, re-use of recycled paper and thus long term sustainability of the paper loop depends on the quality of paper for recycling (CEPI, The Road to 2050). Industry objective is to ensure access to good quality raw material. Policy measures are needed to improve collection and access to recovered paper in Europe thus ensuring the proper quality fiber for the industry.

The scope of the discussion is the enhancement of paper for recycling quality in the region. The topics are defined in the following statements.

- Paper for recycling (PfR) quality is affected by two main issues: recyclability performance of paper based products on the market and collection strategies of paper based products.
- EU member states are committed by Waste Framework Directive to set up collection schemes for different materials to promote high quality recycling. EU legislation is not implemented at the same level in all countries therefore the PfR quality is highly dependant on the local collection systems. The topics are:
 - What are the best strategies and policies to improve the collection systems and achieve the targets?
 - How to ensure harmonization of the legislations and systems in the CE region?
- The present body of rules on recovered paper products covers several areas; eco-design, voluntary certification schemes (i.e. eco-label) and also green public procurement are parts of the Packaging and Packaging Waste Directive as well as other related legislation. Key questions are related to the definitions and criteria for recyclability performance of paper-based products and the stronger promotion of eco-design in the overall policy.

IV. Consultation on stakeholders' attitude towards present body of rules

Task 1: On-line consultation

Each partner will execute at least 10 interviews with the stakeholders in individual partners' country from the joint data base of stakeholders' contacts, using common questionnaire for the on-line consultations (Output 6.1.4.).

PP5 will collect the interviews, evaluate them and present the findings in the Transnational Content Report (Output 6.1.6). Report is presented to the partners and adapted.

Task 2: Roadmap brainstorming meetings

Two roadmap brainstorming sessions will be organized during the RTW meetings in Slovenia and Hungary.

The first brainstorming meeting will be organized as a part of the RTW meeting in Slovenia (Ljubljana, January 2014). Seminar will be organized addressing the topic how to improve paper for recycling and brainstorming organized in a form of World Cafe. Present regulation and the future guidelines will be discussed with the project partners, supporting partners and invited stakeholders; public authorities, branch experts, paper industry and waste management sector. Discussion will be organized around four topics; recyclability issues, collection strategies, public awareness and legislation.

Second session will be organized during the RTW meeting in Sopron, Hungary in July, 2014. Again, discussion will be organized with the participation of project partners, supporting partners and representatives of different stakeholders groups. Legislation on paper recycling, green public procurement and voluntary certification schemes will be the key topics.

Task 3: National/regional consultations

Prior to the planned brainstorming meetings, each partner will organized consultations on the specific topics with the national/regional stakeholders with the special emphasis on the paper industry attitude and expectations..

Project partners will promote the discussions related to the defined topics on national/regional events on recycling and circular economy. National conferences



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are planned in Poland, Italy and Germany, and thematic seminars and round tables in other project partners' countries.

Summary of all discussions and conclusions will be sent to PP5 for a joint evaluation and dissemination among the partners.

V. Consultations on Roadmap Report and proposal for new policy guidelines

Draft Roadmap Report, based on the outcomes from the consultations, will be consulted with the key stakeholders before the final Conference (Poland, December 2014). Partners, supporting partners, members of the Advisory Committee and paper associations in partners' countries will be invited to evaluate and comment the draft report and the new policy guidelines.