



Eco Design for the Enhancement of Central Europe
Paper Based Products Recycling Loop

Axel Fischer
EcoPaperLoop Final Conference, Kraków
December 2nd, 2014





Communicating Sustainability in the Paper Chain

The Situation



Competing with electronic media

Why EcoPaperLoop?



Environmental
Commissioner
Janez Potocnik



The Situation



**Study, followed by statement of EU commissioner Potoczniak:
Too many recyclables still go to landfill.
Situation differs in EU member states.**

The Mission



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

The Mission



in order to
secure good quality raw material
for the **paper industry** and
reduce environmental impact

OUR JOURNEY TOGETHER.
FOR GOOD.



OUR JOURNEY TOGETHER. FOR GOOD.



McDONALD'S CORPORATE SOCIAL
RESPONSIBILITY & SUSTAINABILITY REPORT
2012 - 2013



ON THE WAY TO SUSTAINABLE PACKAGING

McDonald's aims to improve the overall sustainability of our packaging through product design and responsible sourcing. The packaging for items purchased by our customers is intended to contain and protect the contents from the restaurant to a customer's final destination. The majority of our packaging is fiber-based and McDonald's sources fiber-based paper and packaging—including fry boxes and sandwich "clamshells," wrappers, tray liners, cups and other items—from global and market-level suppliers.

DESIGN, SOURCING AND DESTINATION

McDonald's priority is to optimize the amount of packaging we use, and to use only sustainably sourced materials that are recyclable or compostable. In collaboration with our suppliers, we pursue these priorities in three critical areas:

- **DESIGN**
Optimize weight and simplify the number of materials used in our packaging.
- **SOURCING**
Increase use of recycled or certified raw materials.
- **RECOVERY**
Work to use recoverable packaging with viable end-of-life options.

MORE SUSTAINABLE PACKAGING FROM THE START

In 2007, HAVI Global Solutions (HGS), the Company's packaging category manager in most markets, collaborated with McDonald's to develop a framework for a packaging evaluation tool, Eco-Filter 2.0, to provide better information about packaging decisions. HGS leveraged the expertise of Environmental Packaging International, a consulting firm that specializes in design for environmental tools, to assist with building the tool. The tool was built on McDonald's historic key packaging performance indicators, best practices from European and North American markets and advice from outside experts and NGOs, such as the Environmental Defense Fund.

In 2012, we updated our Eco-Filter Tool to make better informed packaging decisions, with the objective of optimizing packaging weight, maximizing certified or recycled content, ensuring the safety of all materials used in the product and its production, and supporting responsible end-of-life options such as recycling or composting.

A CUP WITH LESS PLASTIC

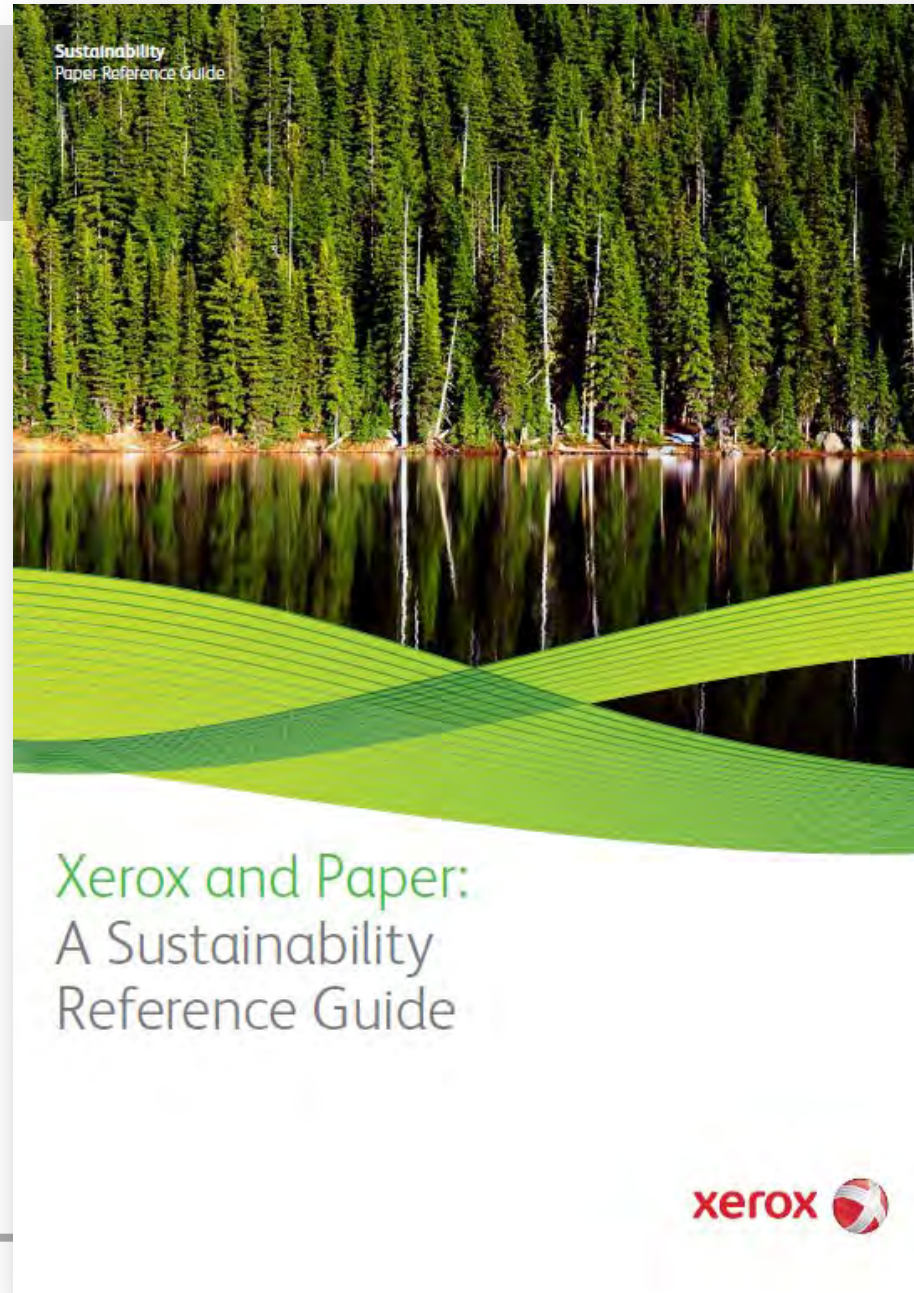
The four-flap McFlurry cup in use by McDonald's Australia since late 2011 eliminated the need for a lid and reduced plastic use by more than 58 metric tons during 2013.



Sustainability Paper Reference Guide



EcoPaperLoop





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EU: **2 tonnes** of paper is recycled every second!



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Paper recycling in Europe at 71.7%

Wednesday, 25 June 2014

A reliable performance secures access to valuable raw material

The paper recycling rate in Europe reached 71.7% in 2013. The total amount of paper collected and recycled in the European paper sector remains stable at just over 57 million tonnes, despite decreasing paper consumption in Europe.

EUROPEAN PAPER RECYCLING 1991 - 2013





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EUROPEAN PAPER RECYCLING
1991 - 2013

Recycling outside Europe

Recycling inside Europe

Paper & Board Consumption in Europe

European
Recycled Paper Council



Einstellungen...

PAPER RECYCLING IN THE OFFICE

Simple rules for serving
the environment 



1 Paper is a valuable asset.
Please collect it **separately!**

3 **No need to remove** staples,
paper clips, or plastic spiral
binders from notebooks as
the recycling processes are
designed to remove them.

Remove non-paper elements that are easy to
detach, such as plastic wrapping or testers
for lotion in publications, **before** recycling.

2

Central Europe region

(according to ERDF program)



WP 2 – Communication: Newsletter





Verstanden

Die Qualität von Altpapier verbessern
Newsletter des EcoPaperLoop-Projekts
1. Ausgabe – Frühjahr 2013

Kreisläufe verstehen
In Zentraleuropa ist Altpapier ein immer wichtigerer Rohstoff. Die Recyclingquoten unterscheiden sich in den einzelnen Regionen jedoch deutlich.
Altpapier wird nicht nur dort recycelt, wo das Papier erfasst oder produziert wurde. Deshalb müssen wichtige Eigenschaften wie Öko-Design und richtige Sammlung gemeinsam entwickelt werden. Nur so lässt sich die Nachhaltigkeit des Papierkreislaufs und die Altpapierqualität verbessern.
Das Projekt EcoPaperLoop läuft bis Ende 2014. Es wird von der Europäischen Union über den European Regional Development Fund (ERDF) gemeinsam mit den lokalen Projektpartnern finanziert.
Graziano Elegri

Auf dem Weg zu einem nachhaltigen Papierkreislauf: **Rezyklierbarkeit von Verpackungen, Ökobilanzen und: richtig sammeln!**

Wie wird ein Papierprodukt nachhaltig? Nur dann, wenn diese Nachhaltigkeit auch über den gesamten Lebensweg des Papiers gewährleistet wird – dazu gehört das Recycling. Für grafische Pa-

Ein anderer Ansatz, die Nachhaltigkeit eines Produktes genauer zu betrachten, ist eine vergleichende Ökobilanz. Projektpartner COBRO in Polen entwickelt mit Innovhub in

Italien eine solche Analyse. Mehr dazu auf Seite 4.

Verstehen ist der Schlüssel zum Fortschritt – Kommunikation ein entscheidender Bestandteil des Projekts. Eine Pressekonferenz in Mailand, ein Messestand in Ljubljana zum Thema „Ökologischer Kreislauf – gemeinsam!“ sollen zu mehr Verständnis beitragen. Mehr auf Seite 4. ●



Die Projektpartner beim Auftakt in Mailand im September 2013



CENTRAL EUROPE
COOPERATING FOR SUCCESS



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND



Awareness

Improving the quality of paper for recycling
Newsletter of the EcoPaperLoop Project
2nd Edition – July 2014

Impressive Figure: 71,7
In 2013, paper was recycled in Europe at the impressive rate of 71.7%. This achievement is doubly remarkable considering that since the pre-crisis peak year of 2007, paper consumption in Europe has dropped by 14% whereas collection and recycling volumes have been retained at a very high level.

The large majority of the 11 countries still under a 60% recycling rate have reported an improved performance. In parallel, 13 countries have already exceeded the target 70% recycling rate. Paper fibre is now collected and recycled an average of 3.5 times in the 30 European countries, far exceeding the world-wide average of 2.4. And: Paper recycling adds green jobs, skills and innovations to the European economy!
Jori Ringman-Beck, CEPI

On the way to a sustainable paper loop in Central Europe: **Recyclability Scores for Packaging: How good is your box after use?**

What impact does a printed product have on the recycling process? For graphic papers, the "Deinkability Scores" of the European Recovered Paper Council (ERPC) are an established instrument for a couple of years. But for pack-

Central Europe can now perform this method", says Graziano Elegri of INNOVHUB-Stazioni Sperimentali per l'Industria in Milano who is the Project Coordinator for EcoPaperLoop. More about the test method on the following pages.

Awareness is a key issue – and communication is an important element of the project. A variety of presentations has been and will be given, including participation in relevant exhibitions and conferences, such as the PTS Symposium on Innovative packaging in Munich and the Ecomondo Exhibition in Rimini coming up this November. ●



"World Cafe" at the EcoPaperLoop seminar in Ljubljana



CENTRAL EUROPE
COOPERATING FOR SUCCESS



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

- **Website www.ecopaperloop.eu**
- Twitter
- Newsletters
- Stakeholder dialogues
- **Video clips**
 - Recyclability testing, collection, stickies, LCA
- Flyer “*EcoPaperLoop at a Glance*”
- Project portrait
- **Guideline documents**
 - Recyclability assessment, collection, LCA, policy roadmap

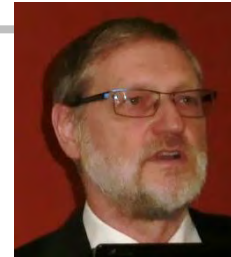
EcoPaperLoop – Seminar Warsaw (Oct 2013)



- **Lectures and speakers**

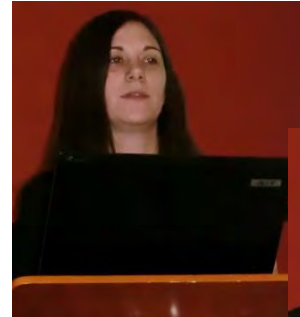
Overview

(Graziano Elegir)



The collection of paper for recycling

(Harald Grossmann)



Graphic paper recycling

(Ulrich Höke)

Packaging paper recycling

(Saskia Runte, Andreas Faul)

Life cycle assessment

(Greg Ganczewski)



Policy in connection with paper for recycling

(Jori Ringman)



EcoPaperLoop – Seminar Ljubljana (Jan 2014)



- **Lectures and speakers**

Introduction (Graziano Elegir)

EU and national legislation (Antonija Božič Cerar)

Recyclability evaluation (Hans Putz)

Ecolabels (Andreas Faul)

Statistics and terminology (Ilpo Ervasti)

- **World Café topics and hosts** (brainstorming)

Recyclability (G. Elegir, S. König)

Collection strategies (H. Grossmann, K. Možina)

Public awareness (A. Faul, R. Urbas)

Legislation (G. Golob, A. Gross)

- **Training school on recyclability testing**

Welcome (M. Mešl) & Theory (H. Putz)

Laboratory demonstration (J. Zule, M. Kenda)



Conclusions from the World Café



- **Recyclability**

Lack of knowledge, confusion of terms
Information on recyclability on product (choice for consumer)
Consumer to separate components
Guidelines for fibre loop safety (contamination)

- **Collection strategies**

Paper bins at households, collection once a week
Graphic and packaging collected separately
“Local currency”

- **Public awareness**

Trustful information, printed on substrate, stories and slogans, motivate kids, reward good collection

- **Legislation**

Education over legislation, regulation by market
Recyclability over mandatory recycled content

Proposals for slogans



- **Graphic products**

- “I’ll be back! To provide you with more news next week. Recycle me!”
- “I’ll be back! Providing you with the latest offers from your local supermarket. Recycle me!”
- ...

- **Packaging products**

- “I’ll be back! To protect your electronic devices (books / equipment / purchase / ...) next week. Recycle me!”
- “I’ll be back! Bringing fresh fruit (milk /cheese / ...) to the store near you again. Recycle me!”

Recyclability Method for



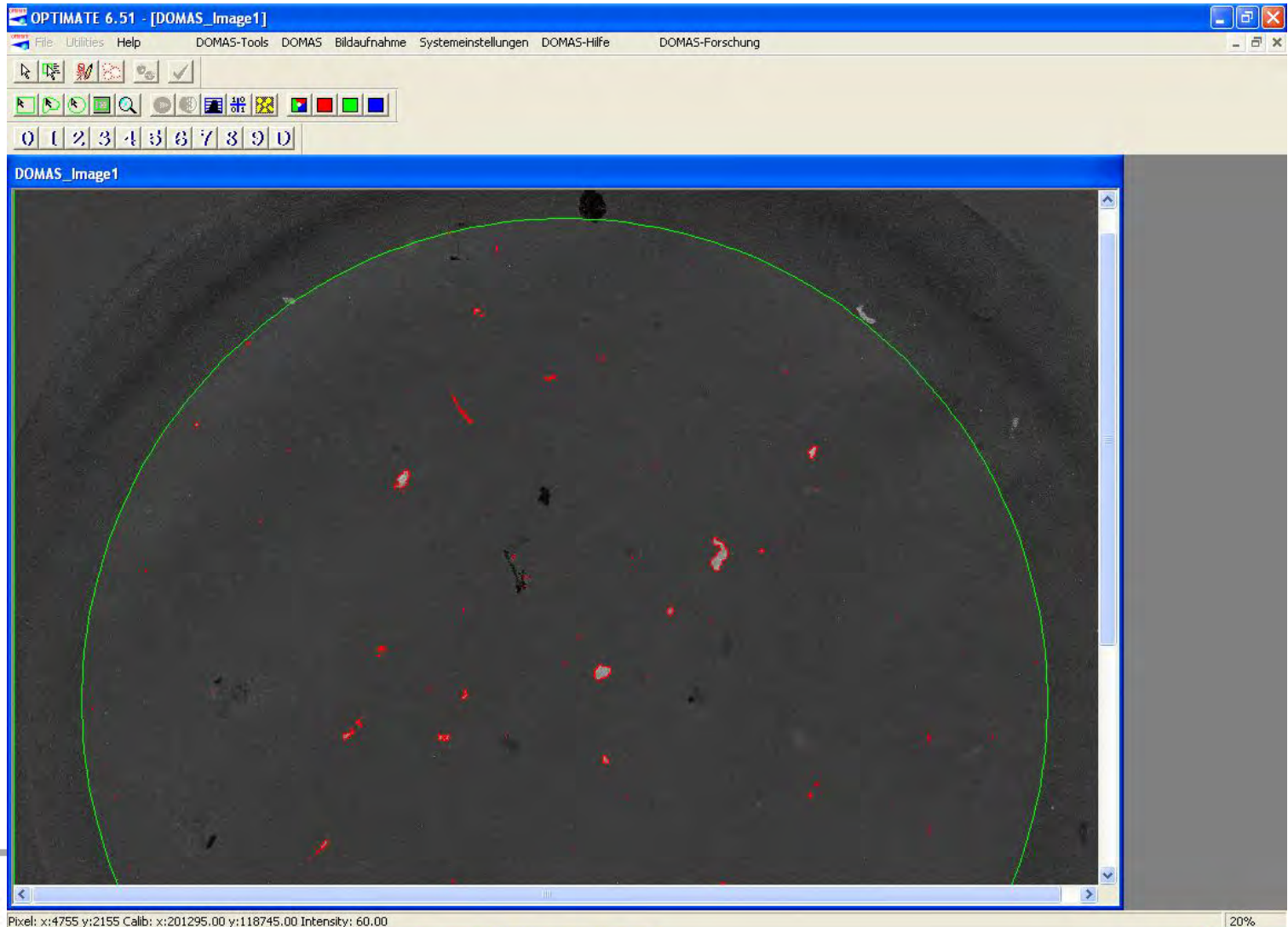








WP 2 – Communication



WP 2 – Communication: Video



in the Media

Seminar Oct 7,
Milano



Seminar Oct 9,
Munich



More upcoming Events

Past Events

Ecolabels

Contact

Partners only



EcoPaperLoop
at a Glance

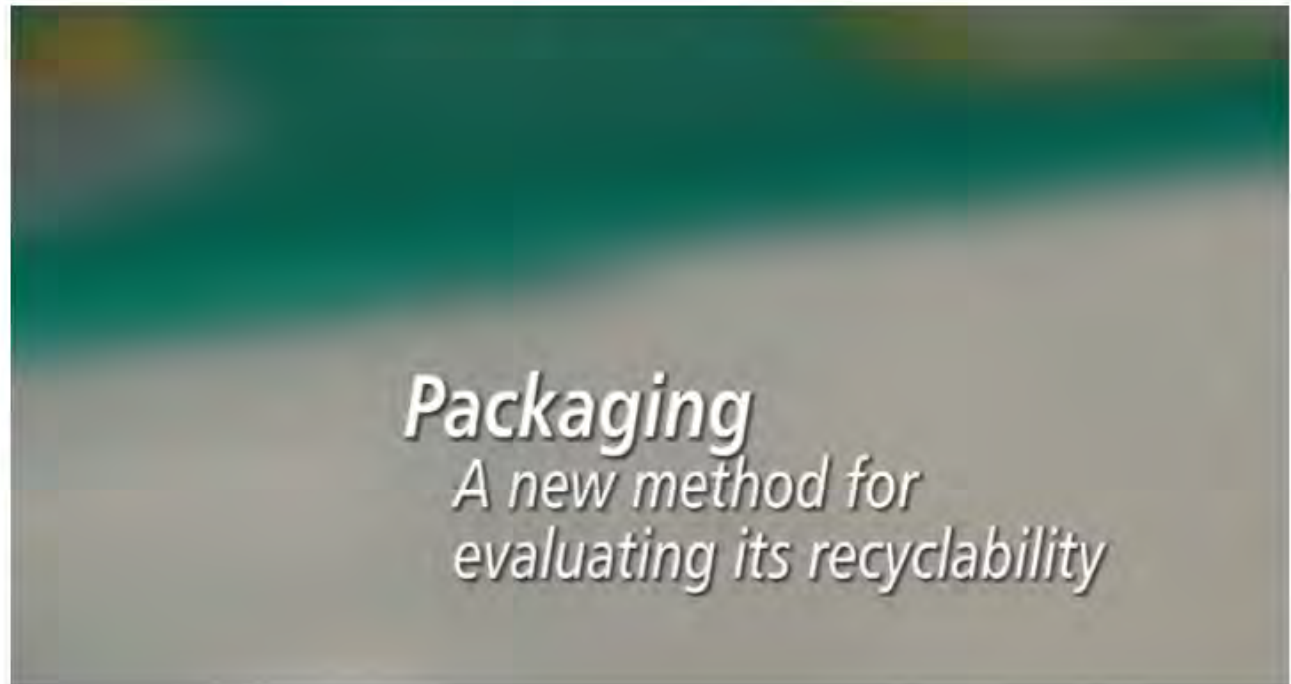


Development of a new method to estimate the removability of adhesives from packaging

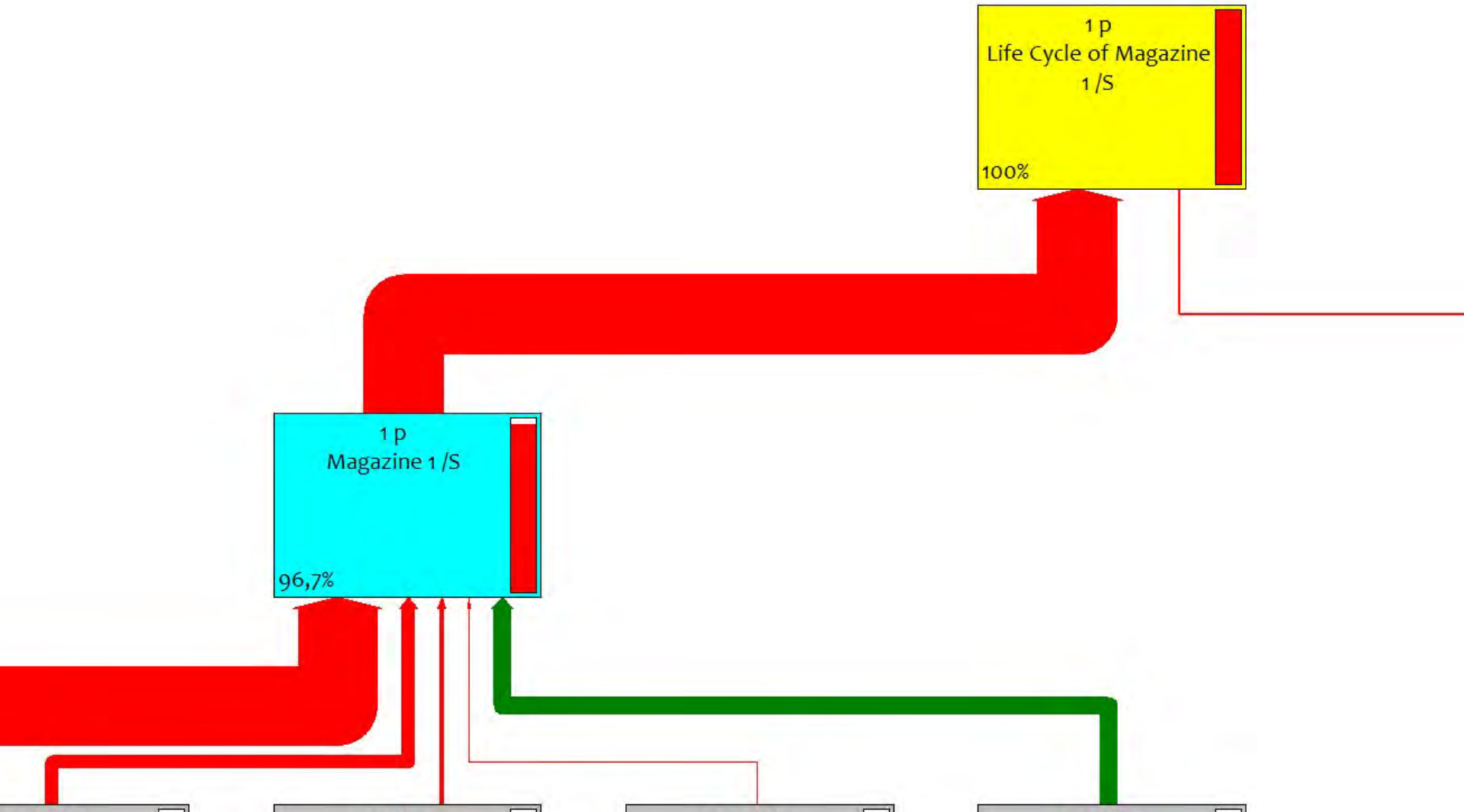
Testing recyclability of packaging (81 MB)

A new EcoPaperLoop project, filmed at PMV Darmstadt

Draft version in web resolution (640x360) – come back for an updated version with more information!



Life Cycle Analysis



WP 2 – Communication



Life Cycle Analysis



What is a Life Cycle Analysis?

EcoPaperLoop – recent major events



- **Booth at “Altpapiertag”**
(Düsseldorf, April 2014)
- **Public workshop and training school on collection**
(Sopron, July 2014)
- **Public seminar**
(Milan, September 2014)
- **Public seminar**
(Munich, 09 October 2014)
- **Final conference**
(Poland, December 2014)



Thank you for your attention!



This project is implemented through the **CENTRAL EUROPE Programme** co-financed by the **ERDF (European Regional Development Fund)**



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PER L'INDUSTRIA

Innovazione e ricerca



SSCCP
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CARTA, CARTONI E PASTE PER CARTA

erma concepts
Paper Technology Consulting GmbH



University of Ljubljana



www.ecopaperloop.eu