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THE IRISH TIMES

Business

Incoming EU rules will double plastic packaging by 2040, Smurfit Kappa warns

Planned mandatory packaging reuse targets favour plastic over cardboard, paper packaging industry claims

Expand



Smurfit Kappa has warned that proposed amendments to incoming EU packaging rules risk doubling the amount of plastic in circulation across the bloc by 2040. Photograph: Luke MacGregor/Bloomberg

Joe Brennan
Mon Jul 10 2023 - 05:00



Cardboard box maker Smurfit Kappa has warned that proposed amendments to incoming European Union packaging rules are “counterproductive” and risk doubling the amount of plastic in circulation across the union by 2040.

Members of European Parliament have tabled a series of amendments to the European Commission’s proposed packaging and packaging waste regulation, which was outlined last November with the aim of reducing packaging pollution and making all packaging reusable or recyclable in a what it termed an “economically viable way” by 2030.

Amendments to the commission’s proposal include introducing mandatory reuse targets for all packaging materials. They suggest a reuse target for transport packaging of at least 90 per cent by 2040.

However, the European Corrugated Packaging Association (Fefco), of which Smurfit Kappa is a member, claims that amendments on mandatory reuse targets applied to all packaging materials would increase plastic in circulation, and hit the paper packaging industry, which is focused on recycling.

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Fefco said that in order meet this target, the market will be flooded by plastic packaging, for example, reusable crates. The plastics industry will need, as an intended consequence, to produce 8.1 billion additional plastic crates, which would put an additional 12 million tonnes of plastic on the market, according to Fefco.

“We support the EU regulation’s ambitions, but these amendments are counterproductive. They would impose mandatory reuse targets for packaging in too general a way which means the amount of unnecessary plastic produced by 2040 will double instead of being significantly reduced,” said Saverio Mayer, chief executive of Smurfit Kappa’s European division.

“While the world aims at reducing plastics these proposed amendments go exactly in the opposite direction.”

Dublin-based Smurfit Kappa is the largest producer of corrugated packaging, which is used to [make cardboard boxes](#).

UK peer DS Smith has also come out strongly against the tabled amendments.

“We support the aims of the [European] Green Deal and the new legislation, but amendments that mandate reuse targets for paper and cardboard would compromise the EU corrugated cardboard industry, embed a plastic economy into the market, and hold us back on climate change,” DS Smith’s head of strategy and innovation, Alex Manistry, said late last month.



Joe Brennan

Joe Brennan is Markets Correspondent of The Irish Times



Smurfit Kappa European Commission

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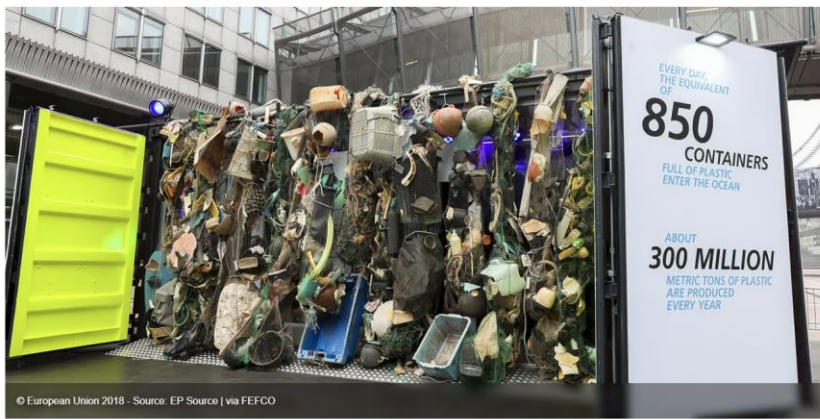
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Plastic economy: the unintended consequence of reuse targets

The proposals coming up in the Parliament and Council to the EU's Packaging and Packaging Waste Regulation reuse targets for transport packaging favor plastic by default, while penalizing recyclable materials like cardboard.







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BY ELENI DESPOTOU, DIRECTOR GENERAL, FEFCO
JUNE 23, 2023 | 5:00 AM CET

The European corrugated cardboard industry shares the European Union's ambition to pioneer climate neutrality and drive fundamental change in the European economy. Corrugated cardboard packaging stands out as a prime example of circularity, as it is collected and recycled extensively throughout Europe. This is a testament to the effectiveness of our well established, high-performance recycling system, which has enabled the recycling rate for cardboard to exceed 90 percent and corrugated cardboard to reach an average recycled content of 89 percent. Following its commitment, industry has developed credible pathways to reach the EU's climate neutrality ambitions.

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Press Coverage – PPWR unintended consequences

“ The European Union’s new rules on the reuse of packaging risk leading to an uptake of plastic packaging, and consequently of plastic waste and pollution.

The European Union’s new rules on the reuse of packaging risk leading to an uptake of plastic packaging, and consequently of plastic waste and pollution. This would have disastrous environmental implications and go against the very spirit of the transition towards a European circular economy. A sustainable industry risks being wiped out while a plastic economy would be promoted by recently tabled proposals in the European Parliament and the Council as part of the ongoing legislative process. If adopted, these would be in total contradiction with the goals of the European Green Deal, the Circular Economy Action Plan and the ongoing negotiations for an international plastics treaty.



▲ Eleni Despotou, Director General, FEFCO | via FEFCO

The reuse targets for transport packaging in the EU’s Packaging and Packaging Waste Regulation (PPWR) could pose a major risk to the environment. Reuse targets by default favor plastic packaging while penalizing recyclable materials like cardboard. In the case of transport packaging, reusable plastic will inevitably replace recyclable cardboard — though this increases energy, water usage and transport. Reuse of transport packaging will lead to massive increases in logistics and road congestion in order to handle all reuse journeys across Europe. In addition, it will increase the impact of packaging on the climate. A [peer-reviewed study](#) shows that corrugated cardboard packaging outperforms reusable plastic crates in 10 out of 15 environmental impact categories, including carbon footprint.

Inadequately defined reuse targets will devastate the cardboard industry, despite the recycling rate of 90 percent, the highest of all packaging materials in Europe. This will hit local communities and the entire supply chain, as the cardboard industry is a local producer and employer with over 660 plants located across Europe employing 100,000 people directly and creating a further 270,000 jobs indirectly.

“ Corrugated cardboard packaging outperforms reusable plastic crates in 10 out of 15 environmental impact categories, including carbon footprint.

Press Coverage – PPWR unintended consequences

Corrugated cardboard packaging is a valuable partner in the B2B supply chain despite being less visible to the general public. Most of the food and drinks available for consumers at retail stores are safely delivered in cardboard. Our packaging protects and preserves even the most fragile goods. Damaged goods create additional pressure on the planet through wasted food, fuel and other resources.

Europe is sleep-walking towards an ecological tragedy. Plastic does not go away; most of it remains in the environment when not properly disposed of. Every kind of packaging, reusable or single use will reach its end-of-life. When imposing mandatory reuse targets, this fact needs to be seriously considered. With around 20 million tons of plastic already on the market, it is no surprise that we often find plastic littering our streets, our parks and our beaches. When plastic ends up in the environment or the ocean, it causes irreversible damage to natural ecosystems. This is a catastrophe in the making.

Industry's estimates are truly alarming. The proposed amendments to the PPWR coming from the Parliament and Council suggest a reuse target for transport packaging of at least 90 percent by 2040. To meet this target, the market will be flooded by plastic packaging, for example, reusable crates. The plastics industry will need to produce 8.1 billion additional plastic crates (assuming 10 reuses a year), putting an additional 12m tons of plastic on the market (assuming 1.5kg per crate). This will almost double the amount of plastic packaging on the market today.

In her [address](#) at the Beyond Growth Conference at the European Parliament, Commission President Ursula von der Leyen said that “a growth model centered on fossil fuels is simply obsolete”. With this in mind, one can wonder if fostering a reuse economy based on plastic packaging is truly the way towards circularity and climate neutrality.

“ The only credible way forward for Europe is for reuse and recycling to exist equally alongside each other.

The PPWR's goals are ambitious, and we share them, but its unintended consequences could further increase the negative impact of packaging on the environment. We are very much concerned with the biased approach towards reuse, which is seen by many politicians and consumers as a panacea for the packaging problem. Targets must be realistic and should only be introduced if they can be shown to be positive for the environment, for society and for the economy. It is certainly not a one-size-fits-all solution. Corrugated cardboard is the most recycled material due to its intrinsic properties, which at the same time means reuse is not a realistic option for most applications. The only credible way forward for Europe is for reuse and recycling to exist equally alongside each other.

As the negotiations continue between the EU institutions, we expect that EU and national political ambitions will consider the economic reality of the packaging supply chain and agree upon a Regulation that is good for the environment, the economy and society at large.

| Author(s)

Packaging News

<https://www.packagingnews.co.uk/news/materials/cartonboard/ds-smith-warns-new-eu-packaging-regulations-could-increase-plastic-23-06-2023>

DS Smith warns new EU packaging regulations could increase plastic

Proposed amendments to new EU packaging regulations could result in huge amounts of new plastic on the market, DS Smith has warned.



The EU is close to agreeing new rules around packaging and packaging waste, but proposed amendments risk 'flooding the market with millions of tonnes of new plastic' and rolling back a decade of measures to curb plastic use, according to DS Smith.

Amendments to the Commission's proposal for a Packaging and Packaging Waste Regulation (PPWR) are being debated by MEPs and Member States, and proposed changes include introducing mandatory reuse targets for all materials.

The corrugated giant is calling on all MEPs to oppose the amendments to PPWR and consider the impact that mandates on reuse targets for paper and cardboard would have on the industry, as well as climate change efforts.

It said that according to independent peer-reviewed analysis commissioned by FEFCO, mandatory reuse targets applied to all materials would increase the amount of plastic packaging in circulation and establish a plastic monopoly on some market segments.

Press Coverage – PPWR unintended consequences

For example, if applied to the transport and e-commerce corrugated cardboard packaging categories, 8.1bn new plastic crates weighing 12mn tonnes will be needed to achieve a reuse target of 90% by 2040, and 16bn litres of water will be needed to wash just half of them for reuse².

This huge injection of plastic into the EU economy contradicts years of progress in curbing the use of plastic packaging in the EU and internationally.

DS Smith said if the amendments are adopted, PPWR would:

- Risk billions more pieces of plastic being added to the 91% of it that already remains un-recycled;
- Penalise the most widely recycled packaging material and pose serious threats to the functioning of the best performing recycling system in the EU
- Jeopardize the success of recent policy initiatives to curb plastics use in the EU, including the Single Use Plastics Directive;
- Be in contradiction with the objectives of the ongoing negotiations on the landmark international treaty to curb plastic pollution.

Alex Manisty, group head of strategy & innovation, DS Smith, said: “We support the aims of the Green Deal and the new legislation, but amendments that mandate reuse targets for paper and cardboard would compromise the European corrugated cardboard industry, embed a plastic economy into the single market, and hold the EU back on climate change.

“Recycling and reuse both have a role to play in packaging circularity and should be complementary. Reuse systems should be used where beneficial for the environment, economy and society. Imposing mandatory reuse targets would only benefit the plastic industry. The Commission recognised this by deliberately excluding corrugated cardboard from most of the mandatory reuse targets. We call on the European Parliament and member states to do the same.”

According to life cycle analysis data from FEFCO, reusable plastic trays must be reused at least 63 times to be environmentally sustainable.

In contrast, with a recycling rate over 80%, corrugated cardboard is the most recycled packaging material, and the industry is committed to ambitious decarbonization targets.

AFP – news agency

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BUSINESS WIRE



DS Smith: New EU Rules Risk Flood of New Plastic Packaging and Contradict Years of Progress to Curb Plastic in the EU

26
JUN 2023

LONDON

The EU is close to agreeing new rules around packaging and packaging waste, but amendments proposed to the Commission's proposal risk flooding the market with millions of tonnes of new plastic and rolling back a decade of measures to curb plastic use, according to DS Smith, the FTSE 100 leader in sustainable packaging, paper products and recycling.

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In the last decade, DS Smith has developed a circular model that utilises only 100% recyclable paper-based packaging. The company has also worked with the world's largest brands to replace plastics in their supply chains with recyclable materials and has created more than 1,000 reuse design templates, as well as exploring reuse pilots and partnerships in situations where reusing cardboard make sense.

Ends

¹ FEFCO - European Federation of Corrugated Board Manufacturers

² FEFCO data. Sources: Plastics Europe, IFCO, Albrecht 2021, FEFCO, Investopedia

³ Plastic pollution is growing relentlessly as waste management and recycling fall short, says OECD

⁴ FEFCO_Visual_Overview_v8.1.pdf

https://www.fefco.org/sites/default/files/2022/FEFCO_Comparative_LCA_study.pdf

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New EU rules risk flood of new plastic packaging

CONTRADICTING YEARS OF PROGRESS TO CURB PLASTIC IN THE EU

26 JUNE 2023 16:58



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DS Smith is a leading provider of sustainable fiber-based packaging worldwide



Karton om levensmiddelen in te verpakken is niet zomaar te hergebruiken. FOTO: ANP

INDUSTRIE

Kartonindustrie vreest strengere verpakkingsregels

Frits Conijn en Richard Smit
Amsterdam

Het Europees Parlement wil meer hergebruik van verpakkingen gaan verplichten. Dat zal ten koste gaan van kartonnen en papieren verpakkingen, die bijna altijd worden ingezameld en gerecycled tot een nieuw product, waarschuwt de sector.

De golfkartonindustrie is kritisch over de aanscherping van verpakkingsregels waar het Europees Parlement op aanstuurt. Door meer hergebruik te verplichten zouden papieren- en kartonnen verpakkingen buitenspel komen te staan. Kartonnen dozen worden zelden opnieuw gebruikt, maar bijna altijd (90%) gerecycled tot een nieuw product. De sector waarschuwt voor een onbedoelde toename van plastic verpakkingen.

Met een nieuwe verpakkingsverordening (PPWR), die de milieuc commissie van het Europees Parlement deze week bespreekt en eind 2024 kan ingaan, wil de Europese Commissie verpakkingsafval terugdringen. Op het punt van hergebruik zijn er uitzonderingen voor karton, zoals voedselverpakkingen. Die dreigen te sneuvelen door amendementen van het Europees Parlement, dat het percentage hergebruik verder wil verhogen.

Voor hergebruik zijn materialen als plastic beter geschikt. De Europese Federatie van Golfkartonproducenten berekende dat de amendementen de EU-landen zullen belasten met meer dan acht miljard plastic kratten. Schoonmaken daarvan kost miljarden liters water. De EU steunt volgens de sector af op een 'ecologische tragedie'.

Met deze noodkreet probeert de golfkartonindustrie, in Nederland goed voor twintig fabrieken en vierduizend banen, zijn belangen veilig te stellen. Acht van de tien verpakkingen

van internetbestellingen, voedsel, industrie en transport zijn van karton. Een verplichting om die te hergebruiken is volgens directeur Peter van Ostaaijen van de Nederlandse en Belgische golfkartonkoepel CBA de doodsteek voor de kartonindustrie.

Maarten Bakker, hoogleraar recycling aan TU Delft, vindt dat de fabrikanten een punt hebben. Het plan van de Europese Unie levert volgens hem logistieke problemen op voor de sector. 'Ze worden gedwongen dozen in te verzamelen en na aflevering van de goederen mee terug te nemen. Met als gevolg dat de leveranciers lege dozen en dus lucht vervoeren.'

Bakker spreekt van een 'logistieke nachtmerrie'. Verpakkingen worden zo veel gecompliceerder: makkelijk in en uit te pakken en op en uit te vouwen. Nu draait de kartonindustrie op eenvoudige oplossingen voor eenmalig gebruik. Bovendien levert de huidige recycling volgens de hoogleraar weinig problemen op. 'Er vindt weinig verlies van grondstoffen plaats en het is een relatief schoon proces.'

Een pak hagelslag hergebruiken is volgens hem problematisch. 'Kartonverpakkingen in de voedselindustrie worden per definitie snel vuil en zijn dan meestal niet opnieuw te gebruiken omdat ze heel lastig schoon te maken zijn', zegt Bakker. Zonder kartoninnovatie zal in plastic verpakken snel terrein winnen.

D66-Kamerlid Kiki Hagen waarschuwt dat er bij nieuwe wetgeving op moet worden gelet dat het wel een verbetering is. 'Duurzaam verpakken — zonder onnodige kartonnen dozen om verzendingen — moet het uitgangspunt zijn. Een circulaire kartonverpakking vervangen voor verpakking gemaakt door plastic kan niet de bedoeling zijn.'

Volgens het Kennisinstituut Duurzaam Verpakken doet de papier- en kartonindustrie het goed met recycling. 'Een kartonnen verpakking wordt vaak eenmalig gebruikt', zegt directeur Chris Bruijnes. 'Als je hergebruik als norm gaat hanteren, dan loop je het risico dat er een materiaalverschuiving komt naar plastic, glas of metaal.'

Voor pizzadozen kan de directeur zich best voorstellen dat er een plastic doos voor hergebruik komt. 'Andere producten, zoals een tv, een meubelstuk of Brinza, kun je beter in een doos verpakken. Wij kijken specifiek naar elke toepassing. Hergebruik is niet de enige norm, want dan beland je van de regen in de drup.'

'Als je hergebruik als norm gaat hanteren, bestaat het risico dat verpakking verschuift naar plastic of glas'

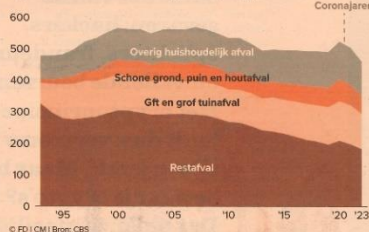
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Afgelopen jaar haalden gemeenten gemiddeld 461 kilo huishoudelijk afval op per inwoner. Dat is 8,5% minder dan een jaar eerder, zo meldt het CBS, en het laagste niveau in dertig jaar tijd. Tijdens de coronajaren 2020 en 2021 groeide de afvalinzameling nog omdat veel mensen hun huis gingen verbouwen, wat meer puin en houtafval opleverde.

Minder huishoudelijk afval

Ingezaamd afval in Nederland op jaarbasis, in kg per inwoner



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Naast een daling van puin en hout in 2022 zamelden gemeenten ook minder groente-, fruit- en tuinafval (gft) in. Die afname schrijft het Centraal Bureau voor de Statistiek toe aan de relatieve droogte, waardoor planten en struiken minder blad gaven.

Nederlandse afvalberg

Afval van huishoudens naar soort afval, in kg per inwoner (2022)



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Afvalscheiding is in de afgelopen drie decennia verder toegenomen. In 2022 werd meer dan de helft (60%) van het huishoudelijk afval gescheiden ingezameld. Dertig jaar geleden was dat nog bijna een derde (32%).

Nederland onder EU-gemiddelde

Afval van huishoudens naar soort afval, kg per inwoner (2021)



© FD | CM | Bron: Eurostat. *betreft het jaar 2020

De hoeveelheid afval per inwoner is in Nederland lager dan het EU-gemiddelde. Zo halen buurlanden Duitsland en België meer huishoudelijk afval op per inwoner. In Oost-Europa valt de afvalinzameling een stuk lager uit.

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In search of a sustainable solution for packaging waste

Tuesday, 11 July 2023 13:55

According to Eleni Despotou, Director General of FEFCO, reuse targets by their nature favor plastic packaging, while "punishing" recyclable materials, such as cardboard.



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The upcoming revision of the EU regulation on Packaging and Packaging Waste (PPWR) has generated intense debate among policy makers, industry stakeholders and environmental advocates. The aim is for all packaging on the European market to be reusable or recyclable (in an economically viable way) by 2030.

The primary objective is to **reduce packaging waste by 15% by 2040** per capita per Member State (with a reference year of 2018). In particular Member States will be asked to reduce packaging waste (per capita) by 5% by 2030, by 10% by 2035 and by 15% by 2040 compared to 2018. This will lead to an overall reduction in waste in EU. by around 37% compared to the no change scenario. And by 2029, countries are required to create return systems for single-use metal and plastic drink packaging.

By the end of 2025, **65% (by weight) of all packaging waste should be recycled**, including 50% of **plastic** , 50% of **aluminum** , 70% of **glass** and 75% of **paper** and **cardboard** .

Press Coverage – PPWR unintended consequences

The proposal also outlines minimum food packaging reuse and refill targets to be achieved by 2030: 10% for non-alcoholic beverages, 25% by 2040, 20% for hot and cold beverage packaging for sale, 80% by in 2040, 10% for consumer-facing businesses such as restaurants and cafes, 25% by 2040, 5% for wine bottles, except for sparkling wine packaging, 15% by 2040. Accelerating the transition in the Circular Economy model depends on how the environmental challenges arising in the management of the relevant waste are addressed. In this field, innovation and technology make a decisive contribution.



Suggestions

Under these circumstances the corrugated packaging industry emphasizes that reuse targets must be realistic, technically feasible, economically viable and demonstrably environmentally beneficial. As the EU revises its packaging and packaging waste regulation, it is vital to consider the potential implications and different perspectives of these revisions, and the concept of 'fit for purpose' packaging should be central to the legislation of the EU to maintain the appropriate balance of sustainability measures.

Press Coverage – PPWR unintended consequences

Otherwise, it could lead to negative effects in various areas. For example, the corrugated packaging industry, with a proven track record of promoting sustainability, could be adversely affected as the proposed revisions risk disrupting the balance between recycling and reuse, potentially leading to an increase in plastic packaging and waste. According to **Eleni Despotou, Director General of FEFCO**, reuse targets by their nature favor plastic packaging, while “punishing” recyclable materials, such as cardboard.

Especially in the case of transport packaging, reusable plastic will inevitably replace recyclable cardboard – although this increases the use of energy, water and transport. The reuse of transport packaging can lead to a massive increase in logistics and road congestion in order to process all reuse routes across Europe. In addition, it will increase the impact of packaging on the climate. **For example, FEFCO's** recent study shows that corrugated packaging outperforms reusable plastic boxes in 10 out of 15 environmental impact categories, including carbon footprint.

In this context, the industry advocates the need to adopt a balanced approach that recognizes the value of both recycling and reuse, while highlighting the unique advantages and benefits of materials such as corrugated board to achieve sustainable packaging solutions. It is also an industry that is committed to promoting sustainability and, as Eleni Despotou noted, strongly supports the European Union's ambition to reduce the environmental impact of packaging waste, while strengthening the functioning of the market.

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ΣΥΡΙΖΑ ΕΚΛΟΓΕΣ 2023 ΡΩΣΙΑ ΠΑΝΕΛΛΑΔΙΚΕΣ ΤΟΥΡΚΙΑ ΕΚΛΟΓΙΚΗ ΓΡΑΜΜΑΤΕΙΑ ΤΣΙΠΡΑΣ ΣΠΑΡΤΙΑΤΕΣ ΚΟΡΟΝΑΪΟΣ ΜΕΓΑ

Απορρίμματα συσκευασίας και περιβαλλοντικός αντίκτυπος: Ψάχνοντας την ισορροπία ανάμεσα στην επαναχρησιμοποίηση και την ανακύκλωση



ΤΑ ΝΕΑ ΤΗΣ ΑΓΟΡΑΣ



Σύνταξη IN | 10 Ιουλίου 2023, 17:45 | + - | A A

Αν και ζούμε σε εποχές όπου η ανακύκλωση έχει γίνει κομμάτι του σύγχρονου τρόπου ζωής, στην ΕΕ γίνονται έντονες συζητήσεις σχετικά με το πού μπορεί να οδηγήσει μία νέα στρατηγική υπέρ της επαναχρησιμοποίησης.

Οι περισσότεροι εξ ημών θεωρούν ότι η ανακύκλωση και η επαναχρησιμοποίηση ανήκουν στην ίδια ομάδα ενδιαφέροντος, τόσο από πλευράς επιχειρείν όσο και χάραξης ευρωπαϊκών πολιτικών αναφορικά με το περιβάλλον. Για το δεύτερο ίσως και να ισχύει, για το πρώτο όμως τα πράγματα μαθαίνουμε ότι είναι πολύ διαφορετικά. Συγκεκριμένα, στην επόμενη **αναθεώρηση του ευρωπαϊκού κανονισμού για τις συσκευασίες και τα απόβλητα συσκευασίας (PPWR) προτείνονται σοβαρές αλλαγές** που έχουν προκαλέσει διάφορες συζητήσεις μεταξύ των ενδιαφερόμενων μερών. Οι σχετικοί φορείς της ΕΕ, με τη βιομηχανία που ασχολείται στον κλάδο αυτό και τους περιβατολόγους φαίνεται να είναι καιρό τώρα σε συζητήσεις για τις επιπτώσεις τέτοιων αλλαγών, καθότι υποστηρίζεται ότι οι προτεινόμενες αναθεωρήσεις μπορεί να οδηγήσουν σε ανισορροπία μεταξύ ανακύκλωσης και επαναχρησιμοποίησης, προκαλώντας ενδεχομένως αύξηση των πλαστικών συσκευασιών και αποβλήτων.

Press Coverage – PPWR unintended consequences

Οπότε κάποιος λογικά θα αναρωτηθεί κατά πόσο αυτές οι αναθεωρήσεις έχουν μελετήσει σε βάθος τις πιθανές συνέπειες για το περιβάλλον και άρα για το ανθρώπινο οικοσύστημα εν γένει. Όλοι μας άλλωστε είμαστε υπέρ τόσο της ανακύκλωσης όσο και της επαναχρησιμοποίησης, στο βαθμό που λειτουργούν υπέρ ημών, ελαχιστοποιώντας το περιβαλλοντικό αποτύπωμά μας. Και εδώ μαθαίνουμε κάποια στοιχεία, λιγότερα γνωστά, από τους ειδικούς του χώρου όπως είναι η [UNIPAKHELLAS](#), με εξειδίκευση στην κατασκευή ανακυκλωμένων χαρτοκιβωτίων και συσκευασιών.

Συγκεκριμένα, ο κλάδος συσκευασίας από κυματοειδές χαρτόνι υποστηρίζει την ανάγκη **υιοθέτησης μιας ισορροπημένης προσέγγισης που αναγνωρίζει την αξία τόσο της ανακύκλωσης όσο και της επαναχρησιμοποίησης**. Αυτό που οφείλουμε βέβαια να εξετάσουμε είναι πότε και γιατί προτιμάται η κάθε λύση, έχοντας ως στόχο τη βιώσιμη ανάπτυξη και την προστασία του περιβάλλοντος. Για παράδειγμα, η [πρόσφατη μελέτη της FEFCO](#) δείχνει ότι η συσκευασία από κυματοειδές χαρτόνι **υπερτερεί των επαναχρησιμοποιούμενων πλαστικών κιβωτίων σε 10 από τις 15 κατηγορίες περιβαλλοντικών επιπτώσεων (συμπεριλαμβανομένου του αποτυπώματος άνθρακα)**. Επιπλέον, οι επικείμενες αναθεωρήσεις θα μπορούσαν να προσθέσουν ακόμα **δισεκατομμύρια πλαστικά στο 91% του πλαστικού που ήδη παραμένει μη ανακυκλωμένο!** Και είναι περίεργο όλο αυτό, αν σκεφτούμε τις προσπάθειες και τις πρωτοβουλίες που γίνονται παγκοσμίως για την ελαχιστοποίηση του πλαστικού που ξαφνικά μπαίνει πάλι στο παιχνίδι...



Αυτό που τονίζει ο κλάδος συσκευασίας από κυματοειδές χαρτόνι, μέσω της ειδικού [Ελένης Δεσπότου](#) **Director General της FEFCO**, είναι ότι αφενός έχει δεσμευτεί για την προώθηση της βιωσιμότητας, αφετέρου υποστηρίζει με κάθε τρόπο τις ευρωπαϊκές πολιτικές μείωσης των επιπτώσεων των αποβλήτων συσκευασίας, ενισχύοντας παράλληλα τη λειτουργία της αγοράς.

Για αυτό άλλωστε οι νέοι στόχοι επαναχρησιμοποίησης που προωθούνται σήμερα θα πρέπει να μπορούν να πραγματοποιηθούν τεχνικά, οικονομικά και να είναι αποδεδειγμένα περιβαλλοντικά βιώσιμοι. Ισχύει όμως αυτό;

Σύμφωνα πάλι με την [Ελένη Δεσπότου](#), οι στόχοι επαναχρησιμοποίησης είναι λογικό να προμοδοτούν τη χρήση πλαστικού και να γυρίζουν την πλάτη σε ανακυκλώσιμα υλικά όπως το χαρτόνι, που αποτελεί το πιο ευρέως ανακυκλωμένο υλικό συσκευασίας.

Σημειώνεται επίσης ότι είναι θέμα χρόνου στις συσκευασίες μεταφοράς το επαναχρησιμοποιήσιμο πλαστικό να αντικαταστήσει το ανακυκλώσιμο χαρτόνι, κάτι που θα οδηγήσει σε αύξηση της χρήσης ενέργειας, νερού και μεταφοράς.

Αυτό που τονίζουν οι άνθρωποι του κλάδου είναι ότι θα πρέπει όλοι οι εμπλεκόμενοι να φροντίσουν για τη διατήρηση της κατάλληλης ισορροπίας των μέτρων βιωσιμότητας με κεντρικό σύνθημα την έννοια της «**κατάλληλης για το σκοπό της**» συσκευασίας.

Για όσους αγαπάνε τις έρευνες και τα στατιστικά, [μερικά ακόμα στοιχεία](#) από τον εξειδικευμένο οργανισμό **Food Packaging Forum**:

- Τα κράτη μέλη θα κληθούν να μειώσουν τα απόβλητα συσκευασίας (ανά κάτοικο) κατά 5% έως το 2030, κατά 10% έως το 2035 και κατά 15% έως το 2040 σε σύγκριση με το 2018. Και μέχρι το 2029 οι χώρες καλούνται να δημιουργήσουν Coolies

Press Coverage – PPWR unintended consequences

συστήματα επιστροφής για τις μεταλλικές και πλαστικές συσκευασίες ποτών μίας χρήσης. Μέχρι το τέλος του 2025, το 65% (κατά βάρος) όλων των αποβλήτων συσκευασίας θα πρέπει να ανακυκλώνεται, συμπεριλαμβανομένου του 50% του πλαστικού, του 50% του αλουμινίου, του 70% του γυαλιού και του 75% του χαρτιού και του χαρτονιού.

- Η πρόταση περιγράφει επίσης τους ελάχιστους στόχους επαναχρησιμοποίησης και επαναπλήρωσης των συσκευασιών τροφίμων που πρέπει να επιτευχθούν έως το 2030: 10% για τα μη αλκοολούχα ποτά, 25% έως το 2040, 20% για τις συσκευασίες ζεστών και κρύων ροφημάτων προς πώληση, 80% έως το 2040, 10% για τις επιχειρήσεις που απευθύνονται στον καταναλωτή, όπως εστιατόρια και καφετέριες, 25% έως το 2040, 5% για τις φιάλες κρασιού, εκτός από τις συσκευασίες για το αφρώδες κρασί, 15% έως το 2040.

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Παρασκευή 14 Ιουλίου 2023 | 10:10

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#TRENDS

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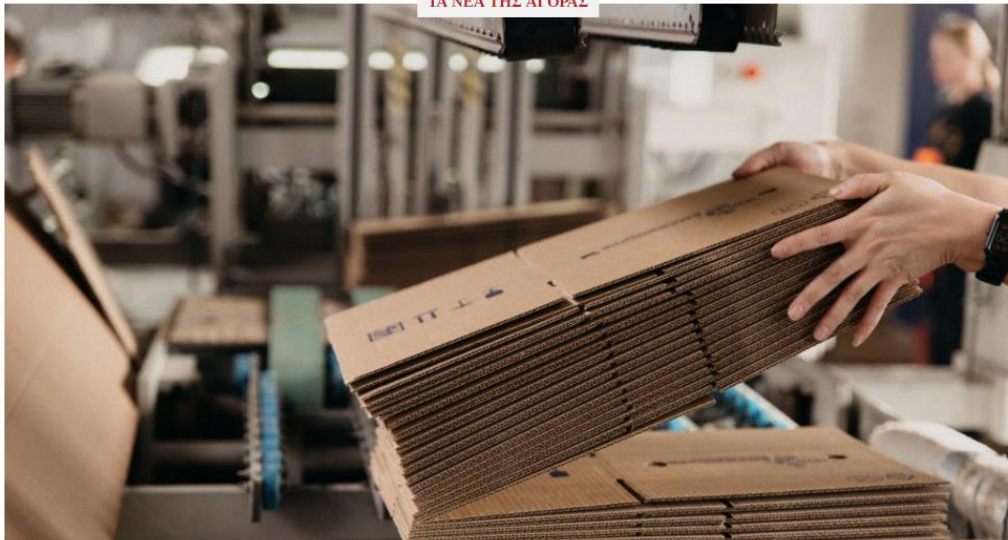


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Απορρίμματα συσκευασίας και περιβαλλοντικός αντίκτυπος: Ψάχνοντας την ισορροπία ανάμεσα στην επαναχρησιμοποίηση και την ανακύκλωση



TA NEA TΗΣ ΑΓΟΡΑΣ



Σύνταξη IN | 10 Ιουλίου 2023, 17:45



Αν και ζούμε σε εποχές όπου η ανακύκλωση έχει γίνει κομμάτι του σύγχρονου τρόπου ζωής, στην ΕΕ γίνονται έντονες συζητήσεις σχετικά με το που μπορεί να οδηγήσει μια νέα στρατηγική υπέρ της επαναχρησιμοποίησης.

Οι περισσότεροι εξ ημών θεωρούν ότι η ανακύκλωση και η επαναχρησιμοποίηση ανήκουν στην ίδια ομάδα ενδιαφέροντος, τόσο από πλευράς επιχειρείν όσο και χάραξης ευρωπαϊκών πολιτικών αναφορικά με το περιβάλλον. Για το δεύτερο ίσως και να ισχύει, για το πρώτο όμως τα πράγματα μαθαίνουμε ότι είναι πολύ διαφορετικά. Συγκεκριμένα, στην επόμενη **αναθεώρηση του ευρωπαϊκού κανονισμού για τις συσκευασίες και τα απόβλητα συσκευασίας (PPWR) προτείνονται σοβαρές αλλαγές** που έχουν προκαλέσει διάφορες συζητήσεις μεταξύ των ενδιαφερόμενων μερών. Οι σχετικοί φορείς της ΕΕ, με τη βιομηχανία που απασχολείται στον κλάδο αυτό και τους περιβατολόγους φαίνεται να είναι καιρό τώρα σε συζητήσεις για τις επιπτώσεις τέτοιων αλλαγών, καθότι υποστηρίζεται ότι οι προτεινόμενες αναθεωρήσεις μπορεί να οδηγήσουν σε ανισορροπία μεταξύ ανακύκλωσης και επαναχρησιμοποίησης, προκαλώντας ενδεχομένως αύξηση των πλαστικών συσκευασιών και αποβλήτων.

Press Coverage – PPWR unintended consequences

Οπότε κάποιος λογικά θα αναρωτηθεί κατά πόσο αυτές οι αναθεωρήσεις έχουν μελετήσει σε βάθος τις πιθανές συνέπειες για το περιβάλλον και άρα για το ανθρώπινο οικοσύστημα εν γένει. Όλοι μας άλλωστε είμαστε υπέρ τόσο της ανακύκλωσης όσο και της επαναχρησιμοποίησης, στο βαθμό που λειτουργούν υπέρ ημών, ελαχιστοποιώντας το περιβαλλοντολογικό αποτύπωμα μας. Και εδώ μαθαίνουμε κάποια στοιχεία, λιγότερα γνωστά, από τους ειδικούς του χώρου όπως είναι η [UNIPAKHELLAS](#), με εξειδίκευση στην κατασκευή ανακυκλωμένων χαρτοκιβωτίων και συσκευασιών.

Συγκεκριμένα, ο κλάδος συσκευασίας από κυματοειδές χαρτόνι υποστηρίζει την ανάγκη **υιοθέτησης μιας ισορροπημένης προσέγγισης που αναγνωρίζει την αξία τόσο της ανακύκλωσης όσο και της επαναχρησιμοποίησης**. Αυτό που οφείλουμε βέβαια να εξετάσουμε είναι πότε και γιατί προτιμάται η κάθε λύση, έχοντας ως στόχο τη βιώσιμη ανάπτυξη και την προστασία του περιβάλλοντος. Για παράδειγμα, η [πρόσφατη μελέτη της FEFCO](#) δείχνει ότι η συσκευασία από κυματοειδές χαρτόνι **υπερτερεί των επαναχρησιμοποιούμενων πλαστικών κιβωτίων σε 10 από τις 15 κατηγορίες περιβαλλοντικών επιπτώσεων (συμπεριλαμβανομένου του αποτυπώματος άνθρακα)**. Επιπλέον, οι επικείμενες αναθεωρήσεις θα μπορούσαν να προσθέσουν ακόμα **δισεκατομμύρια πλαστικά στο 91% του πλαστικού που ήδη παραμένει μη ανακυκλωμένο!** Και είναι περίεργο όλο αυτό, αν σκεφτούμε τις προσπάθειες και τις πρωτοβουλίες που γίνονται παγκοσμίως για την ελαχιστοποίηση του πλαστικού που ξαφνικά μπαίνει πάλι στο παιχνίδι...



Αυτό που τονίζει ο κλάδος συσκευασίας από κυματοειδές χαρτόνι, μέσω της ειδικού [Ελένης Δεσπότης](#) **Director General της FEFCO**, είναι ότι αφενός έχει δεσμευτεί για την προώθηση της βιωσιμότητας, αφετέρου υποστηρίζει με κάθε τρόπο τις ευρωπαϊκές πολιτικές μείωσης των επιπτώσεων των αποβλήτων συσκευασίας, ενισχύοντας παράλληλα τη λειτουργία της αγοράς.

Για αυτό άλλωστε οι νέοι στόχοι επαναχρησιμοποίησης που προωθούνται σήμερα θα πρέπει να μπορούν να πραγματοποιηθούν τεχνικά, οικονομικά και να είναι αποδεδειγμένα περιβαλλοντικά βιώσιμοι. Ισχύει όμως αυτό;

Σύμφωνα πάλι με την [Ελένη Δεσπότης](#), οι στόχοι επαναχρησιμοποίησης είναι λογικό να πριμοδοτούν τη χρήση πλαστικού και να γυρίζουν την πλάτη σε ανακυκλώσιμα υλικά όπως το χαρτόνι, που αποτελεί το πιο ευρέως ανακυκλωμένο υλικό συσκευασίας.

Σημειώνεται επίσης ότι είναι θέμα χρόνου στις συσκευασίες μεταφοράς το επαναχρησιμοποιήσιμο πλαστικό να αντικαταστήσει το ανακυκλώσιμο χαρτόνι, κάτι που θα οδηγήσει σε αύξηση της χρήσης ενέργειας, νερού και μεταφοράς.

Press Coverage – PPWR unintended consequences

Αυτό που τονίζουν οι άνθρωποι του κλάδου είναι ότι θα πρέπει όλοι οι εμπλεκόμενοι να φροντίσουν για τη διατήρηση της κατάλληλης ισορροπίας των μέτρων βιωσιμότητας με κεντρικό σύνθημα την έννοια της «**κατάλληλης για το σκοπό της**» συσκευασίας.

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- Η πρόταση περιγράφει επίσης τους ελάχιστους στόχους επαναχρησιμοποίησης και επαναπλήρωσης των συσκευασιών τροφίμων που πρέπει να επιτευχθούν έως το 2030: 10% για τα μη αλκοολούχα ποτά, 25% έως το 2040, 20% για τις συσκευασίες ζεστών και κρύων ροφημάτων προς πώληση, 80% έως το 2040, 10% για τις επιχειρήσεις που απευθύνονται στον καταναλωτή, όπως εστιατόρια και καφετέριες, 25% έως το 2040, 5% για τις φιάλες κρασιού, εκτός από τις συσκευασίες για το αφρώδες κρασί, 15% έως το 2040.

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ADVERTISING

EU Packaging Regulation: Frontal attack on paper, cardboard and corrugated board

The paper/cardboard/corrugated value chain sharply criticizes the blanket preference for reusable packaging over actually recycled paper products.

07/11/2023, 09:02

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In addition to ecological and economic arguments that speak in favor of recycling as an equivalent solution, the mandatory reusable quotas in the current draft for a European Packaging and Packaging Waste Ordinance (PPWR) distort competition and have a massive impact on a functioning circular economy. For decades, the Austrian paper industry has been one of the absolute pioneers in sustainability issues in the sense of the bioeconomy and, together with the entire value chain of paper, corrugated board and cardboard, has made a significant contribution to the domestic circular economy being a leader in Europe. The collection and recycling rate for packaging made of paper, cardboard and corrugated cardboard is 85 percent in Austria.

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Austropapier, representing the interests of the 23 domestic paper and pulp producers, expressly welcomes the fact that the circular economy, alongside decarbonization, is at the top of the EU agenda as part of the Green Deal and is also being included in the draft of the European Packaging and Packaging Waste Ordinance (PPWR). "Unfortunately, the current draft lacks a clear commitment that several ways to achieve the goal of climate neutrality in Europe by 2050 are considered to be of equal value," explains Austropapier President Martin Zahlbruckner and criticizes the preference for fossil-based products over recyclable and renewable fibre-based packaging: "The EU must take into account what materials the packaging is made of and whether functioning systems are in place, ensure the circular economy." Paper and cardboard fibers that are recycled in the paper cycle are high-quality European secondary raw materials that can replace primary raw materials and, according to a study by Graz University of Technology, can be used at least 25 times.

Massive distortion of competition through mandatory quotas

The PROPAK trade association and the PROPAK Austria association, as representatives of the industrial manufacturers of packaging made of paper, cardboard and corrugated cardboard, cannot understand a blanket preference for fossil reuse packaging: "We support the EU goals, but a perfectly functioning recycling system is unnecessarily in question and to give reuse priority across the board is the wrong approach and poses a lasting threat to parts of the industry," warns PROPAK Chairman Georg Dieter Fischer.

The industry sees the reuse quotas required by the EU in the PPWR as particularly problematic, as they do not make sensible coexistence with recycled paper, cardboard or corrugated cardboard possible. "The mandatory quotas provided for in the draft are diametrically opposed to the EU's plans for a functioning European circular economy in the sense of the Green Deal," criticizes Stephan Kaar, spokesman for the Forum Wellpappe Austria. Mandatory quotas for all types of packaging would severely restrict free competition in the internal market and replace a significant proportion of renewable and recyclable paper, cardboard and corrugated cardboard packaging with materials made from fossil raw materials.

Higher costs and environmental pollution from traps

From a scientific perspective, too, there is no comprehensible justification for giving preference to fossil-based reuse products. The European corrugated board association FEFCO has calculated that 8.1 billion new plastic boxes will have to be brought onto the market by 2040 if the planned mandatory reuse quotas are to be met. This is not in the spirit of the Green Deal and undermines the path of decarbonization that has been taken.

Reuse packaging will cause much higher CO₂ emissions due to the higher transport and cleaning costs compared to recycled paper products and will also be significantly more expensive. A recent McKinsey study has calculated that fossil reuse packaging has a CO₂ load that is up to 150 percent higher and costs that are up to 200 percent higher, which must be passed on directly to customers. Switching to reuse instead of recycling would also drastically increase water consumption.

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"An obligation to close product cycles would also make absolutely no sense for paper, since one of the greatest advantages of paper recycling is being able to restore very different products from local waste paper collections on the spot, as required," explains Pro Carton Director General Horst Bittermann and warns of an increasing burden on the environment if implemented: "The consequence would be a massive increase in the transport of packaging for recycling throughout Europe and exorbitant additional and unnecessary CO2 emissions."

Austropapier President Martin Zahlbruckner, PROPAK Chairman Georg Dieter Fischer, Pro Carton Director General Horst Bittermann and Forum Wellpappe Austria spokesman Stephan Kaar are appealing for the EU to rethink before the voting process: "All ecological, social and economic arguments lead to a preference for fossil fuels Packaging ad absurdum and suggest an equivalent solution. Further decarbonization in line with the Green Deal can only succeed if sustainable paper, cardboard and corrugated board products are treated equally."

About the institutions:

As the association of the Austrian paper industry, Austropapier represents the interests of its 23 members and around 7,700 employees, who together produce 7 million tons of paper and pulp per year. As the mouthpiece of the industry, Austropapier is increasingly dedicated to the topics of energy and raw materials policy, environmental protection, decarbonization, circular economy, Fhtml5-dom-document-internal-entity1-amp-endE and the training of specialists and is committed to fair competition on the European market. www.austropapier.at

The PROPAK trade association and the PROPAK Austria association represent the industrial manufacturers of paper and cardboard products in Austria. 86 companies with around 9,000 employees process and finish around 1.2 million tons of paper and cardboard every year into corrugated cardboard, packaging, paper goods for hygiene and household purposes, office and organizational materials, books, brochures, tipping paper and other paper goods. www.propak.at

The Forum Wellpappe Austria represents the interests of the Austrian corrugated board industry. It acts as a mouthpiece for trade, authorities, politics and the public. The member companies of Forum Wellpappe Austria are: Mondi Grünburg GmbH, Mosburger GmbH (locations: Vienna and Straßwalchen), Rondo Ganahl Aktiengesellschaft (locations: Frastanz and St. Ruprecht) and Steirerpack GmbH. www.wellpappe.at

Pro Carton, the European Association of Cartonboard and Folding Carton Manufacturers, represents more than 40 cartonboard mills in 13 different European countries and North America, covering more than 90 percent of European demand, as well as the cartonboard converting industry across Europe. Pro Carton works closely with other associations with a common goal of making carton and carton packaging solutions the preferred packaging choice for brand owners, retailers and consumers. www.pro-carton.com

(APA OTS) | 07/11/2023, 09:02

GOLFKARTON . ORG
CORRUGATED BENELUX ASSOCIATION



EU Verordening Verpakkingen zal leiden tot toename plasticgebruik

Met de voorgestelde Packaging and Packaging Waste Regulation (PPWR) wil de Europese Commissie vol inzetten op het terugdringen van verpakkingen en verpakkingsafval in Europa. Kern van het voorstel is dat verpakkingen zoveel mogelijk worden hergebruikt. Het Europe Parlement wil met een aantal amendementen de PPWR aanscherpen en haar hergebruik percentages verder verhogen. Dit zal ten koste gaan van verpakkingen op basis van recycling, zoals papier en karton. Zo dreigt een - onbedoelde - toename van plastic verpakkingen, juist nu een wereldwijd verdrag in de maak is om het gebruik van plastic (fossiel) terug te dringen. Recycling en re-use gaan beide over hergebruik: van grondstoffen en producten. Bij biobased producten (zoals karton) is recycling de beste en meest duurzame oplossing. Het kan niet de bedoeling zijn dat een circulair product als golfkarton de dupe wordt van een ondoordacht besluit uit Europa

Negatieve milieugevolgen als gevolg amendementen Europe Parlement.

FEFCO – de Europese Federatie van Golfkarton producenten heeft becijferd dat de huidige amendementen van het Europe Parlement, met druk op nog meer hergebruik, de logistieke ketens in Europa zullen belasten met meer dan 8 miljard plastic kratten met een gewicht van zo'n 12 miljard kilo plastic. Daarnaast zal een deel van deze plastic kratten, om voor hergebruik geschikt te blijven, gewassen moeten worden na elk gebruik. Dit zal, zelfs als maar 50% van de plastic kratten wordt gewassen zo'n 16 miljard liter drinkwater per jaar vragen. Dit soort gevolgen zijn een enorme stap terug in het bereiken van de doelen van Europa's "Circular Economy Action Plan".

De Europese Commissie had juist in haar concept Verordening PPWR voor golfkartonverpakkingen een aantal uitzonderingen geboden op het punt van hergebruik (re-use). De Europese Commissie ziet daarmee de

voordelen van golfkarton verpakkingen. In artikel 26 van de Verordening zijn hiervoor enkele clausules opgenomen. Amendementen van het Europe Parlement dreigen deze teniet te doen door nog meer hergebruik te verplichten. De logistieke keten, met tienduizenden soorten verpakkingen en bestemmingen, zal daardoor voor enorme uitdagingen komen te staan. Het is juist het eenmalig te gebruiken golfkarton dat in staat is de meest efficiënte maatwerk verpakkingsopties te bieden voor de gehele logistieke en waarde-keten.

Hergebruik en recycling kunnen volledig complementair zijn

De Europese Commissie wil werken aan een circulaire economie. De focus op hergebruik van verpakkingen en niet op de recycling daarvan, in combinatie met boven genoemde recente door Europarlementariërs ingediende amendementen die aanvullende verplichte doelstellingen opleggen voor hergebruik van transportverpakkingen, staan die circulaire economie in de weg. Dat is een contraproductieve ontwikkeling, terwijl de Europese samenleving plasticvervuiling juist probeert terug te dringen en kiest voor circulariteit. Hergebruik is belangrijk, maar er zijn meerdere wegen richting een circulaire economie. Afwegingen en keuzes moeten op basis van de voordelen voor milieu, samenleving en economie worden gemaakt. Recycling en hergebruik zijn complementaire processen.

Papier en karton = circulair verpakken

De golfkartonindustrie steunt de ambitie van de EC om de verpakkingsector verder te verduurzamen. Wij pleiten daarom ook voor een uniform systeem van labels en keurmerken op verpakkingen. Papier en karton zijn uitstekende voorbeelden van circulaire materialen. Tot 90% van het in Nederland op de markt gebrachte nieuwe papier en karton wordt na gebruik ingezameld en hergebruikt. Bovendien draagt de papierindustrie bij aan het vergroten van het Europese bosoppervlak, wat resulteert in CO₂-opname. Life Cycle Assessments (LCA's) van verpakkingen tonen aan dat hernieuwbare, recyclebare materialen vaak betere resultaten behalen dan fossiele materialen. Golfkarton kan moeiteloos 25 maal worden gerecycled zonder significant kwaliteitsverlies. www.fefco.org

Bij maatwerk en voedselveiligheid faalt een re-use systeem.

Daarbij komt dat karton vaak de slimste verpakkingsopties is. Het verpakken van de vele producten die worden aangeboden, kan niet worden beperkt tot gestandaardiseerde (plastic) retourverpakkingen. Een re-use systeem faalt bij complexe ketens, lange afstanden en producten met verschillende verpakkingseisen. Retourneren van deze verpakkingen naar de producent is vaak onmogelijk en zeker niet rendabel. En wat te denken van de praktische aspecten van voedselveiligheid? In de voedselketen is voedselveiligheid van groot belang. Single-use kartonnen verpakkingen bieden hygiënische voordelen. www.fefco.org

Gebruik kennis en voorkom schade aan werkgelegenheid.

Met de amendementen op het PPWR voorstel negeren de indieners in het Europe Parlement de waarde van hernieuwbare, natuurlijke materialen zoals golfkarton. Het nastreven van onrealistische en in de praktijk onhaalbare doelstellingen voor hergebruik (re-use) kan leiden tot het tegenwerken van verduurzamingsprocessen en de vermindering van concurrentie op de markt.

Dat dit desastreuze gevolgen kan hebben voor de bedrijven en werkgelegenheid is evident. Europa telt 660 golfkartonfabrieken die werk bieden aan circa 100.000 mensen. Indirect worden door de golfkartonindustrie nog eens 270.000 banen gecreëerd. Regio's waar deze bedrijven zijn gevestigd zullen hieronder lijden. In Nederland b.v. N-Brabant, Limburg, Gelderland, Overijssel, Groningen, Zuid Holland.

Wij zijn van mening dat het Europe Parlement terughoudend moet zijn met haar amendementen op de voorliggende PPWR-voorstellen. Uiteraard is onze industrie te allen tijde behulpzaam om kennis te delen met de beleidsmakers.

CBA branche organisatie.

Dit bericht is afkomstig van de Corrugated Benelux Association (CBA), de overkoepelende ledenorganisatie van de Belgische en Nederlandse Golfkartonindustrie. CBA behartigt de belangen van haar leden, heeft geen commerciële doelstelling en verkoopt en produceert geen golfkarton.

Contact en informatie

Voor meer informatie kunt u contact opnemen met Peter van Ostaijen, directeur van CBA:
peter.van.ostaijen@golfkarton.org / 00 31 (0)6 51 53 30 53. Ik ben graag bereid tot het geven van meer informatie dan wel een interview.

News | June 26, 2023

DS Smith warns of risks associated with proposed PPWR amendments

DS Smith cited a report by the OECD to support its arguments against the reform.



DS Smith argues that the reform could potentially jeopardise significant progress made by the EU in recent years. Credit: DS Smith.

British packaging company [DS Smith](#) has [warned of the risks associated with amending the EU's Packaging and Packaging Waste Regulation \(PPWR\)](#).

The company said that if the European Commission agrees to the new rules that will change the PPWR, the market will be flooded with 'millions of tonnes' of new plastic and decades-long progress of plastic waste reduction could be reversed.

Press Coverage – PPWR unintended consequences

The latest announcement comes as the EU considers accepting the new rules under the PPWR.

However, DS Smith said that the members of the European Parliament and the EU member states are still debating the PPWR's proposed amendments, which include introducing 'mandatory reuse targets for all materials'.

DS Smith Strategy & Innovation group head Alex Manisty said: "We support the aims of the [European] Green Deal and the new legislation, but amendments that mandate reuse targets for paper and cardboard would compromise the EU corrugated cardboard industry, embed a plastic economy into the market, and hold us back on climate change.

"Recycling and reuse both have a role to play in packaging circularity and should be complementary. Reuse systems should be used where beneficial for the environment, economy and society.

"Imposing mandatory reuse targets would only benefit the plastic industry. The commission recognised this by deliberately excluding corrugated cardboard from most of the mandatory reuse targets. We call on the European Parliament and member states to do the same."

DS Smith cited the Organisation for Economic Co-operation and Development's report, which claims that the implementation of these proposed amendments would result in the addition of more plastic pieces to the current 91% of pre-existing unrecycled plastic.

DS Smith added that the new rules will penalise the most widely recycled packaging materials and pose threats to the EU's recycling system while nullifying its own recent policy efforts, including the Single-Use Plastics Directive.

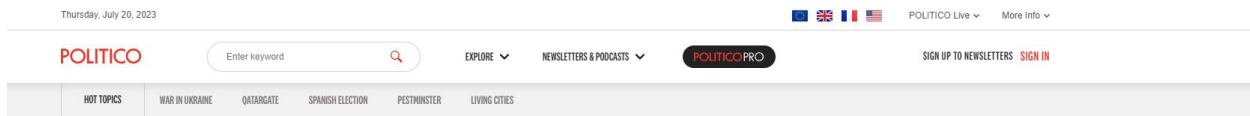
Furthermore, the proposed amendments would directly contradict the objectives of the international treaty to minimise plastic pollution, the company claimed.

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Politico – Smurfit Kappa

https://www.politico.eu/sponsored-content/act-now-amendments-to-packaging-rules-will-cause-flood-of-plastic-pollution/



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Act now: Amendments to packaging rules will cause ‘flood of plastic’ pollution

Call to correct mistakes in proposed amendments to EU Packaging and Packaging Waste Regulation that will penalize recyclable materials, like cardboard, while promoting the plastics industry.



via Smurfit Kappa

BY SAVERIO MAYER, CEO EUROPE SMURFIT KAPPA
JULY 19, 2023 | 5:00 AM CET

Imagine you're in charge of regulating packaging in the European Union. You're bringing in some new rules to reduce waste and pollution. So far, so good. But then it is revealed that an amendment mandating the reuse of packaging will cause a flood of plastic. That is exactly the opposite of what you're trying to achieve. Do you vote for it anyway?

The answer is obvious. Yet this is the exact dilemma now facing the EU, as it debates proposed amendments to the Packaging and Packaging Waste Regulation (PPWR).

Everyone supports what the EU wants to achieve with this regulation. But recent amendments are counterproductive. They would impose mandatory re-use rules for transport packaging in too general a way. In practice, this decision would penalize recyclable materials, like cardboard, while promoting the plastics industry.

Analysis from trade association FEFCO has found that, instead of being significantly cut, the amount of unnecessary plastic transport packaging being produced will double by 2040¹. It isn't possible to recycle plastic without making it more toxic. But that doesn't mean we should give up and accept that producing mountains more to reuse is a good alternative.

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Press Coverage – PPWR unintended consequences

“ Instead of being significantly cut, the amount of unnecessary plastic transport packaging being produced will double by 2040.

Our whole business at Smurfit Kappa is built around reducing the environmental impact of packaging on the planet and improving supply chains for billions of people. We use our expertise in innovation to develop sustainable packaging, especially substitutes for plastics. These are renewable, recyclable and biodegradable. We recycle the fibers of our boxes 25 times over their lifespan. At the end, they just return to nature.

Plastic always remains. It is manufactured from fossil fuels and only 9 percent globally is recycled². This is a terrible combination. Even the small amount of plastic that is eventually recycled will one day be burned and release CO₂, or end up as litter. It does not return to the earth like cardboard.



▲ Saverio Mayer, CEO Europe Smurfit Kappa.
Via Smurfit Kappa

On the other hand, paper-based products are fully renewable, recyclable, and biodegradable. Cardboard in particular plays an important role in the EU's transition towards a circular economy.

We have an excellent, high-performance recycling system for cardboard, with a recycling rate above 90 percent, the highest of any packaging material in Europe. Corrugated cardboard packaging has an average recycled content of 89 percent³.

Cardboard should always maintain its exclusion from any mandatory reuse target. We've earned a voice in this debate because we continue to lead the industry on sustainability and play a large part in severely reducing plastic usage. We collect used packaging and reuse more than 90 percent as part of our closed-loop business model. Last year 94.3 percent of our packaging was Chain of Custody certified under FSC, PEFC or SFI sustainability standards.

“ Plastic always remains. It is manufactured from fossil fuels and only 9 percent globally is recycled. This is a terrible combination.

Brands like The North Face have set goals to reduce plastic and our company, Smurfit Kappa, has helped them — for example, by phasing out polybags from online orders in favor of more sustainable paper-based packaging. The last thing most companies want to do is increase the amount of plastic they're using. Not only do customers care, but every company relies on the natural world for stability and security.

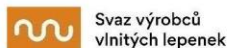
We don't want to roll back this progress and hand a win to yesterday's economy. We're not suggesting there's absolutely no place for plastic where other methods don't yet exist. There are legitimate uses for things like medical equipment, or certain liquids. But we're talking about a doubling of the plastic packaging used to move goods around. That's unacceptable.

“ We have an excellent, high-performance recycling system for cardboard, with a recycling rate above 90 percent, the highest of any packaging material in Europe.

Targets like this should only be introduced if it is beyond a doubt that they are good for society, natural ecosystems and the economy. Campaigners like Greenpeace are right when they say that increasing plastic usage is “inherently incompatible with a circular economy”⁴. It is right to point out that there is still an urgent need to reduce plastic production. Unless this kind of broad-sweep target is rejected or modified, it will take us in the opposite direction.

(1) <https://www.politico.eu/sponsored-content/plastic-economy-the-unintended-consequence-of-reuse-targets/>

Tiskova zprava – Czech Republik



TISKOVÁ ZPRÁVA

Navrhované změny v novém nařízení EU o obalech by mohly způsobit tsunami plastů

Praha, 13. červenec 2023 – **Evropský parlament a řada projednávají návrh nového nařízení o obalech a obalových odpadech, které má stanovit nové cíle pro budoucnost evropského obalového průmyslu. Český průmysl vlnité lepenky tyto cíle podporuje, ale nedávné pozměňovací návrhy vytvářejí znepokojivý precedens. Navrhované změny by měly za následek značné navýšení množství opakovaně použitelných obalů, což by výrazně zvýšilo množství plastů na trhu, a to v době, kdy společnost stále více usiluje o snižování objemu používaných plastů. Do roku 2030 by v důsledku těchto změn mohl objem vyrobených plastových obalů stoupnout až o 4 miliony tun.**

Masivně navýšovat množství používaných plastových obalů v době, kdy se evropská společnost obecně snaží snižovat znečištění plasty, postrádá smysl. Právě k tomu však pravděpodobně v důsledku navrhovaných změn k novému nařízení EU o obalech a obalových odpadech (PPWR) dojde.

Svaz výrobců vlnitých lepenek (SVVL) je velmi znepokojený nedávno předloženými pozměňovacími návrhy, jež jsou v rozporu s postoji velké většiny veřejnosti, která chce snižovat množství plastového odpadu znečišťujícího naše parky, pláže a oceány. Navíc hrozí, že tyto změny zvrátí zhruba deset let úsilí o redukci plastových obalů, což je v rozporu s ekologickými cíli EU stanovenými v Zelené dohodě pro Evropu a akčním plánu pro oběhové hospodářství.

V posledních týdnech byla odvětví produkující a zpracovávající papír, lepenku a výrobky z těchto materiálů šokována pozměňovacími návrhy, které by v případě přijetí zavedly povinné cíle pro minimální míru opětovného použití přepravních obalů. Tyto cíle by v důsledku přinesly výrazné navýšení objemu plastových obalů, a navíc by penalizovaly papírové výrobky, které jsou aktuálně ze všech obalových materiálů recyklované v nejvyšší míře.

Podle předběžných výpočtů by tyto změny mohly způsobit, že do roku 2030 se množství plastových přepravek na trhu zvýší o 2,7 miliardy kusů v celkové hmotnosti 4 milionů tun. Na mytí pouze poloviny těchto opakovaně použitelných přepravek by se mohlo spotřebovat až 5 miliard litrů vody. Do roku 2040 by se navíc jejich počet mohl zvýšit na 8,1 miliardy o hmotnosti 12 milionů tun, a množství vody potřebné na jejich údržbu by tak vzrostlo na 16 miliard litrů.

Plast se velmi obtížně rozkládá, takže plastové lahve, obaly a přepravky po dosažení konce své životnosti, zůstávají v životním prostředí. Naproti tomu lepenka je plně obnovitelná, ve vysoké míře recyklována (více než 80 %) a biologicky rozložitelná. A ambiciózní závazky stanovené samotným lepenkovým průmyslem v rámci plánu na dosažení uhlíkové neutrality činí navrhované povinné používání opětovně použitelných obalů zbytečným.

Walo Hinterberger, předseda SVVL, uvedl: „*Jsem těmito pozměňovací návrhy velmi zklamán. Příliš mnoho lidí se domnívá, že opakovaně použitelné obaly jsou vždy automaticky ideálním řešením – někdy tomu tak opravdu je, protože svůj smysl mají recyklovatelné i opakovaně použitelné obaly – a zapomínají přitom na masivní nárůst množství plastů, který je s tím spojen. V mnoha případech je tento přístup krátkozraký a životní prostředí ve skutečnosti poškozují. Výrobky z papíru a lepenky, které jsou nejen recyklovatelné a z více než 80 % také reálně recyklovány, ale rovněž biologicky rozložitelné a mohou být i opakovaně použitelné, by byly navrhovanými změnami penalizovány, aniž by tyto měly jasný přínos pro životní prostředí. Tyto změny jsou v rozporu se smýšlením a směřováním v oblasti ochrany životního prostředí, jakož i s cíli stanovenými v Zelené dohodě pro Evropu a akčním plánem pro oběhové hospodářství.*“

O Svazu výrobců vlnitých lepenek: Svaz výrobců vlnitých lepenek je profesní organizací, která sdružuje společnosti vyrábějící vlnité lepenky, obaly a jiné produkty z toho materiálu. Členové SVVL spolupracují v oblasti propagace vlnité lepenky a podpoře pozitivního vnímání nejen materiálu, ale i celého oboru. Obaly z vlnité lepenky jsou zejména vyrobené z recyklovaného (sběrového) papíru a jsou biologicky odbouratelné. Svaz a je členem mezinárodní organizace FEFCO.

www.svvl.cz

Pro další informace se prosím obraťte na sekretariát Svazu výrobců vlnitých lepenek (sekretariat@svvl.cz).

Poznámky pro editory:

Z recenzované studie analýzy životního cyklu vyplývá, že recyklovatelné lepenkové traye mají lepší výsledky než opakovaně použitelné plastové alternativy v deseti z patnácti kategorií dopadu včetně změny klimatu. Opakovaně použitelné plastové traye musí být na víc použity nejméně 63krát, aby byly ekologicky udržitelné.

Souhrnná zpráva:


www.fefco.org/sites/default/files/2022/FEFCO_Visual_Overview_v8.1.pdf

Podrobná zpráva:

www.fefco.org/sites/default/files/2022/FEFCO_Comparative_LCA_study.pdf

Resource

https://resource.co/article/amendments-new-eu-packaging-regulation-could-lead-tsunami-plastics



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COMMENT

AMENDMENTS TO NEW EU PACKAGING REGULATION COULD LEAD TO A TSUNAMI OF PLASTICS


By Andrew Large | 14 July 2023 | [Add a Comment](#)

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The European Union (EU) is currently debating legislation which could lead to plastic flooding the market and turning back the dial on progress in reducing consumption of unnecessary plastic packaging. Andrew Large, Director General of the Confederation of Paper Industries, discusses.

The Packaging & Packaging Waste Regulation (PPWR) will set new targets for the future of the European packaging industry. The paper-based Industries support the aspirations set out in the legislation, however, there are a series of amendments which could set a concerning precedent and risk an increase in the use of plastics, which is neither sustainable nor beneficial to the environment.





[A recent peer-reviewed study commissioned by a European Trade Body \(FEFCO\)](#) shows that recyclable packaging outperforms reusable packaging overall on a range of environmental indicators. The study also shows that reusable plastic crates would need to be reused 63 times to be better for the climate than corrugated alternatives.



Reusable packaging is not the 'silver bullet' that many people assume and can be worse for the environment than the recyclable alternative. Recyclable and reusable are complementary options, and both must be considered.

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Press Coverage – PPWR unintended consequences

The amendments that have been proposed would introduce high levels of reusable packaging, without any evidence that it is beneficial. That will significantly increase the amount of plastic on the market with initial research suggesting this could lead to millions of tonnes more plastic packaging by 2030. This is contrary to the vast majority of public opinion, which wants less plastic waste in our parks, on our beaches, and in our oceans. Politicians too have a long-held ambition to decrease the amount of plastic in circulation and this is reflected in the EU's political aspirations as outlined in the Green Deal and Circular Economy Action Plan.

Initial calculations suggest that the amendments could lead to 2.7 billion more plastic crates, weighing 4 million tonnes, on the market by 2030. The washing of just half of these reusable crates could consume 5 billion litres of water. By 2040 this could rise to 8.1 billion crates weighing 12 million tonnes, requiring 16 billion litres of water.

In recent days the paper-based industries have been shocked by these amendments which would impose mandatory reuse targets for transport packaging. We are calling on legislators to reject the amendments that would lead to significantly more plastic packaging and penalise paper-based products, which are the most recycled of all packaging materials.

Plastic does not break down easily, so when bottles, wrappers or crates reach the end of their life they remain in the environment. In contrast, cardboard is a sustainable choice for packaging as it is fully renewable, recyclable, and biodegradable. Recyclable paper-based packaging is frequently more compatible with 21st Century lifestyles, post-pandemic hygiene requirements, and existing recycling infrastructure. Indeed, around 80 per cent of UK-made paper utilises recovered (recycled) paper, this is by far the biggest use of recycled material from waste streams in the UK.

In addition to our superb credentials in terms of renewability and recycling, the paper industry has a clear ambition to decarbonise and has established [a roadmap setting out a series of commitments](#).

This work responds to the EU Green Deal goal to cut greenhouse gas emissions by 80-95 per cent by 2050. The European corrugated cardboard industry is circular by nature and has always been committed to sustainable growth. This impressive new ambition reflects its continuous efforts to preserve the environment and reduce GHG emissions.

Building on past achievements and thorough analytical work, the roadmap describes how the corrugated cardboard sector is committed to achieving climate neutrality. It lays out key milestones, the most plausible scenarios, the required investments, and the necessary policy measures to reach this goal.

The Confederation of Paper Industries (CPI) want legislators to listen to the concerns being expressed by industry and not risk reversing the efforts of recent decades in tackling the blight of single-use plastics on our environment. If we are serious about transitioning to a circular economy, paper-based products must be at the heart of this, and we must consider the various factors which determine the sustainability of a material.

□



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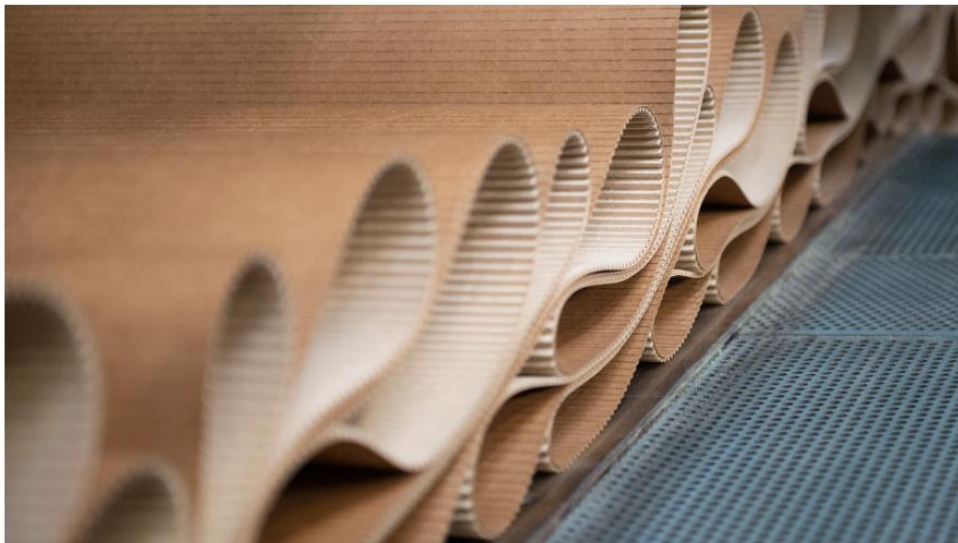
LA Razon – sustainable packaging sector concerned

[The sustainable packaging sector concerned about the EC's decision to favour the use of plastic over paper and cardboard \(larazon.es\)](https://larazon.es)

Environment

The sustainable packaging sector concerned about the EC's decision to favour the use of plastic over paper and cardboard

The European Packaging and Packaging Waste Regulation that prioritizes reuse over recycling could lead to an increase in plastic packaging that would affect the economy and environment of the European Union. International Paper joins the message of the European Federation of Corrugated Board Manufacturers, FEFCO, which views with concern the standard proposed by the European Commission



▲ "Plastic packaging has to be reused 63 times to be more sustainable than corrugated cardboard." International Paper

THE REASON

Created: 12.08.2023 07:03
Last update: 12.08.2023 07:03



The European Commission has recently presented a draft of the European Packaging and Packaging Waste Regulation (PPWR) that aims to manage packaging and waste and regulate a policy that promotes their recyclability and reuse. However, this first text has aroused concern since reuse seems to have a preferential role over recycling.

have a preferential role over recycling.

What a priori might seem beneficial for sustainability, in the long run could result in a greater problem, by favoring plastic packaging, much more difficult to recycle than paper and cardboard. It is a measure that not only affects sustainability in the European Union, but also distorts free competition in the markets by prioritizing one material over another.

A step backwards in sustainability

The objectives imposed by this regulation should concern and alert the European Union to the risks involved in a transformation of the packaging sector towards an exclusively reusable path, leaving aside the important work of recycling.

Opting for packaging that can be used numerous times presents plastic, a material made from fossil materials, as the only option. This means that many of the companies that have taken the step towards sustainability by choosing recyclable materials, such as cardboard, will have to replace their renewable materials with plastic, which will mean tons of this material going out on the streets and, finally, being discarded when its useful life ends.

The need to reuse will also mean a considerable increase in energy and water costs, as well as an increase in transport logistics that will lead to an increase in CO2 pollution. One more reason that sticks to reuse over recycling is not the most sustainable response, nor the one that the European Union should choose.



▲Cardboard box. International Paper

Corrugated Cardboard Vs. Plastic

Corrugated cardboard, in addition to providing robust packaging solutions that effectively prevent products from being damaged, is an environmentally friendly material since it can be recycled by 89%, according to the European Federation of Corrugated Manufacturers (FEFCO).

"Plastic packaging has to be reused 63 times to be more sustainable than corrugated cardboard"

The Federation has been concerned about the EC's decision to favor reuse, noting that, to achieve the objectives established by the regulation, an additional 12 million tons of plastic would have to go on the market, assuming a reuse of 10 times a year.

Likewise, in a study presented in May 2022, FEFCO explains that for a plastic packaging to be better for climate change than a corrugated cardboard one, it would have to be reused 63 times, an unlikely goal since, according to the available scientific data, the return rate of plastic boxes has an average of 24 times.

INTERNATIONAL PAPER en España y Portugal



▲The European Commission has recently presented a draft of the European Packaging and Packaging Waste Regulation. [International Paper](#)

International Paper concerned about the European Packaging and Packaging Waste Regulation

International Paper concerned about the European Packaging and Packaging Waste Regulation

International Paper, a world leader in the production of cardboard and fibre packaging, subscribes to FEFCO's message and warns about the consequences that this Regulation could have on the planet and the economy if there are no changes before reaching its final publication.

The company, which has several factories in Spain, owns, in turn, one of the largest paper recyclers in the Community of Madrid, the recycling company CARPA, which each month collects 12,000 tons of used paper and boxes and delivers them to the Madrid Mill factory, also of IP, to produce recycled paper that, Subsequently, other plants of the company convert them into corrugated cardboard boxes. With these actions, they ensure that their products are both recyclable and from recycled materials.



▲International Paper, a world leader in the production of cardboard and fiber packaging, subscribes to FEFCO's message. International Paper

<https://www.packaging-gateway.com/news/smurfit-kappa-eu-rules-double-plastic/>

News | July 13, 2023

Smurfit Kappa warns: EU rules to double plastic packaging by 2040

Other industry voices has joined in raising concerns about the perceived bias towards plastic in planned mandatory packaging reuse targets.

By Mohamed Dabo



The planned mandate would compromise the EU corrugated cardboard industry, embed a plastic economy into the market, and hold us back on climate change, industry experts say. Credit: Wetzka Graphics via Shutterstock.

Dublin-based cardboard box manufacturer Smurfit Kappa has raised concerns over proposed changes to European Union (EU) packaging regulations.

The company warns that these amendments could have a “counterproductive” effect, potentially leading to a [doubling of plastic usage within the EU by 2040](#).

The European Commission introduced the Packaging and Packaging Waste Regulation in November last year, intending to reduce packaging pollution and ensure that all packaging becomes reusable or recyclable by 2030.

Press Coverage – PPWR unintended consequences

However, members of the European Parliament have tabled a series of amendments to this proposal. One of the key amendments suggests the implementation of mandatory reuse targets for all packaging materials.

It proposes a reuse target of at least 90% for transport packaging by 2040.

Potential negative impacts on plastic and paper packaging industries

Smurfit Kappa, a member of the European Corrugated Packaging Association (Fefco), claims that the proposed amendments, specifically the mandatory reuse targets for all packaging materials, may result in an increase in plastic usage and negatively impact the paper packaging industry, which focuses on recycling.

Fefco asserts that meeting the reuse targets would flood the market with plastic packaging, such as reusable crates.

This would require the plastics industry to produce an additional 8.1 billion plastic crates, resulting in an extra 12 million tonnes of plastic in circulation.

Industry leaders express concerns

Smurfit Kappa CEO of the European division Saverio Mayer expresses support for the ambitions of the EU regulations but criticises the proposed amendments as counterproductive.

Mayer warns that these changes would double the amount of unnecessary plastic produced by 2040, going against the global trend of reducing plastic usage. UK-based company [DS Smith](#), a leading player in the corrugated cardboard industry, also opposes the amendments.

DS Smith head of strategy and innovation, Alex Manistry, emphasises that while they support the EU's goals and new legislation, mandating reuse targets for paper and cardboard would negatively impact the corrugated cardboard industry and hinder progress on climate change.

<https://www.packaging-gateway.com/news/eu-dilemma-packaging-regulation-amendments/?cf-view>

News | July 20, 2023

EU faces dilemma in packaging regulation amendments

While the EU's aim to regulate packaging and reduce waste is commendable, the proposed amendments to the PPWR require further scrutiny.

By Mohamed Dabo



There are calls to rectify errors in proposed amendments to the EU Packaging and Packaging Waste Regulations. Credit: Panchenko Vladimir via Shutterstock.

The European Union (EU) is grappling with a dilemma as it considers proposed amendments to its Packaging and Packaging Waste Regulations (PPWR).



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The EU's intention is to reduce waste and pollution through new rules, but recent amendments have raised concerns about their unintended consequences.

One particular amendment mandating the reuse of packaging has the potential to cause a surge in plastic waste, contradicting the EU's environmental goals. The amendments may be counterproductive and have a negative impact on recycling efforts and the environment.

Amendments favour mandatory re-use rules for plastic packaging

The proposed amendments to the PPWR include mandatory re-use rules for transport packaging. However, critics argue that these rules are too broad and do not consider the nuances of different packaging materials.

While the intention in promoting re-use is commendable, there is concern that imposing such rules without sufficient consideration can penalise recyclable materials such as cardboard and inadvertently favour the plastics industry.

Trade association FEFCO [the Fédération Européenne des Fabricants de Carton Ondulé or European Federation of Corrugated Board Manufacturers]'s analysis indicates that rather than seeing a significant reduction, the amount of unnecessary plastic transport packaging produced could double by 2040.

Cardboard in the circular economy

Smurfit Kappa, a leading packaging company, emphasises the importance of sustainable packaging and highlights the role of substitutes for plastics, particularly renewable, recyclable and biodegradable paper-based products.

Cardboard in particular plays a vital role in the EU's transition toward a circular economy. Smurfit Kappa's CEO, Saverio Mayer, underlines the fact that cardboard is fully renewable, recyclable and biodegradable.

The company has a high-performance recycling system for cardboard, achieving a recycling rate above 90% – the highest among all packaging materials in Europe.

With an average recycled content of 89%, corrugated cardboard packaging contributes significantly to reducing plastic usage and waste.

Environmental harms of plastic packaging

Only 9% of plastic is globally recycled. This low rate has negative environmental impacts and coupled with the use of fossil fuels in plastic production, creates an unsustainable situation. While a small portion of plastic may be recycled, it ultimately contributes to CO₂ emissions when burned or when it becomes litter, since it is unable to biodegrade as cardboard does.

The need for reducing plastic production is urgent, and campaigners, including Greenpeace, rightly argue that increasing plastic usage contradicts the principles of a circular economy.

Title: EU Rules to Double Plastic Package by 2040

Dublin-based carton maker Smurfit Kappa has expressed concern over proposed changes to European Union (EU) packaging regulations, warning that the new rules could double the amount of plastic packaging by 2040.

The European Union has been actively working to implement measures to reduce plastic waste and promote more sustainable [packaging solutions](#). However, Smurfit-Kappa believes the proposed changes could have unintended consequences that could end up increasing rather than reducing plastic consumption.

Under current EU regulations, it is already challenging for companies to ensure that their packaging materials [meet the required standards](#). Smurfit Kappa said the proposed changes would impose new restrictions on the use of certain materials and could force companies to use more plastic packaging.

While the aim behind the amendments is to reduce the environmental impact of packaging materials, Smurfit Kappa suggests that the regulations need to be carefully considered. The company highlighted the need for a holistic approach that considers factors such as the life cycle of different packaging materials, [recycling infrastructure](#) and consumer behaviour.

Smurfit Kappa believes that instead of focusing primarily on reducing the consumption of specific materials, moving to more sustainable solutions, such as recyclable and biodegradable packaging, will more effectively achieve the desired environmental goals. They emphasized the importance of considering the entire life cycle of packaging materials, including their recyclability and waste reduction potential.

In addition, Smurfit Kappa says investing in improved recycling infrastructure will be crucial to ensure the successful implementation of any new packaging regulations. Without sufficient facilities to deal with the increased volumes of packaging waste, the new rules could inadvertently lead to more waste being sent to landfill or incinerators, offsetting overall EU waste reduction targets.

The company also emphasized the importance of consumer education and behavior change. While packaging regulations can certainly play a role in reducing waste, the ultimate success of any sustainability initiative relies on individual consumers making smarter choices and adopting [eco-friendly](#) habits. Smurfit Kappa believes educating consumers about the importance of recycling and the environmental impact of their choices is critical to long-term, sustainable change.

In conclusion, Smurfit Kappa's concerns over proposed changes to EU packaging regulations highlight the need for a holistic approach to tackling plastic waste and promoting sustainable packaging solutions. While the intention to reduce plastic consumption is laudable, it is important to carefully consider potential unintended consequences and ensure that any new regulations consider the entire life cycle of packaging materials, invest in recycling infrastructure, and prioritize consumer education. Only with a comprehensive strategy can the EU successfully address the environmental challenges posed by packaging waste.