

Reloop's 2017 Year in Review and a Look Ahead to 2018

Dear Members,

I want to start this note by sincerely thanking each of you for being a member of Reloop and for helping make this year such a successful one.

A new year is always a good time for reflection to think about what we accomplished in the previous year and what we would like to build upon and accomplish in the year ahead. Looking back, I am amazed at what we accomplished together in 2017.

Some of Reloop's notable 2017 activities include:

- **We welcomed 12 new members** to our network, including *Plastic Soup Foundation, Associazione Nazionale dei Comuni Virtuosi, Intelicons Consulting & Support, WCYCLE Institute Maribor, Keep Britain Tidy, Entomo Agroindustrial, FCQQED (Front commun Quebecois pour une gestion ecologique des dechets), Marine Conservation Society, Entrust Foundation, Kiwi Bottle Drive, Zala Briviba, Envipco Holding N.V.*
- We have been **actively engaged in the amendment process for the EU's Circular Economy Package**, and believe that **our advocacy has translated into the progressive legal text** being put forward in the next year. Please do not hesitate to contact me for more details.
- Throughout 2017, **Reloop worked closely with the EU Commission as it developed its Plastics Strategy** (due in January).
- On policy, we introduced **new discussions around recycled-content and reusable transport packaging**, while continuing dialogue on other key policy issues from 2016 like expanding and developing deposit-based systems for beverage containers as well as other product and packaging types, like some marine product wastes and electronic items.
- In June, we launched our animation video "*Deposit-Return: How it Works.*" We are incredibly proud of this video and hope you are too. If you haven't already, take a few minutes to watch it now (www.youtube.com/watch?v=YgReEalhkw) and be sure to share it within your networks – through email, Facebook, Twitter, etc.
- In January, we uploaded **8 short YouTube compilation videos of interviews** of experts on the most frequently asked questions on deposit-return. The videos can be viewed at this link: www.youtube.com/channel/UC8OIm9N8Ug2IL8ryTUz3EWA
- In March, **Reloop co-hosted the 6th European REUSE conference in Brussels**. The conference brought together expert speakers and participants from the refillable beverage industry, the reusable transport packaging industry, NGOs and representatives from EU institutions and member states. Besides the presentation of best practice examples, speakers at the conference discussed what was needed, politically, to further promote refillable beverage and reusable transport packaging systems in Europe.
- In July, **Reloop and Zero Waste Europe released a new study** (produced by Rezero), which proposed a number of economic instruments to increase the collection and recovery of various waste streams. Among these was a deposit-system for mobile phones; a new EPR

system for carpets; and a deposit-system for coffee cups. The study is available here: <http://reloopplatform.eu/wp-content/uploads/2017/07/Rethinking-economic-incentives2.pdf>

- In September, we **released a series of factsheets** on some of the various aspects of deposit return systems: system performance, public support, handling fees, and economic impacts to municipalities. You can find them on our website at: <http://reloopplatform.eu/publications-studies/>
- We published four new articles for our *Dispatches from Europe* column (<http://reloopplatform.eu/publications-studies/>), published by Resource Recycling magazine (distribution 30,000 globally). The issues addressed are highly relevant, including, for example, articles on reusable packaging, China's ban on plastics and recycled content legislation.
- In my role as Managing Director, I **have met with Members of Parliaments, assistants, attachees at Council, bureaucrats at the Commission** and other key decision makers in industry and government throughout Europe to discuss critical issues and solutions.
- Throughout the year, I have **made presentations or participated on panels** at several conferences hosted by industry, ENGOS, the European Commission and the European Parliament.

All of this is only just a small glimpse of everything we accomplished in 2017. We have even bigger plans for the coming year to continue influencing policy-makers to adopt policy that supports the transition towards a circular economy in Europe. **Here's a glimpse at our plans and priorities for 2018:**

- We are leading a coordinated effort with recyclers for paper, metal, plastics and glass to establish guidance to the EU for the implementation of a new recycling calculation
- We are working with the packaging reuse sector in Europe to support EU's interest in meaningful measurement of reuse which we believe will forge a path to the introduction of binding packaging reuse targets in 2024.
- We will continue to engage the EU Commission in its work on the Plastics Strategy, with particular interest in recycled-content mandates, deposit-return and setting up economic incentives to discourage consumption and production of single use plastics.

I'm very excited about what's ahead and hope you will help us keep the momentum going. **By working together we will ensure that our voices as unified network of stakeholders are heard.**

On behalf of Reloop, I wish you and your loved ones a very happy holiday season and all the best in the New Year. **Stay in touch and receive updates on our work by visiting our website at www.reloopplatform.eu or by joining us on Facebook or Twitter (@reloop_platform).**

Warm regards,



Clarissa Morawski
Managing Director, Reloop Platform