

“Call for efficient collection & sorting for beverage containers”

10 October 2019
Istanbul, Turkey

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Sustainability Director

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Introduction to EFBW and the sector

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EU bottled water actions & EU legislation

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The way forward for collection & sorting

Who we are



Members

National Federations

Austria	Luxembourg
Belgium	Netherlands
Bulgaria	Poland
Croatia	Portugal
Czech Republic	Romania
Denmark	Serbia
France	Slovenia
Georgia	South Africa
Germany	Spain
Greece	Turkey (Suder & Masuder)
Hungary	UK (BSDA)
Ireland	Ukraine
Italy	

Companies

Danone
Gerolsteiner
Karlovarske Mineralni Vody
Nestle Waters
Romaqua
San Benedetto
Spadel
Uludağ

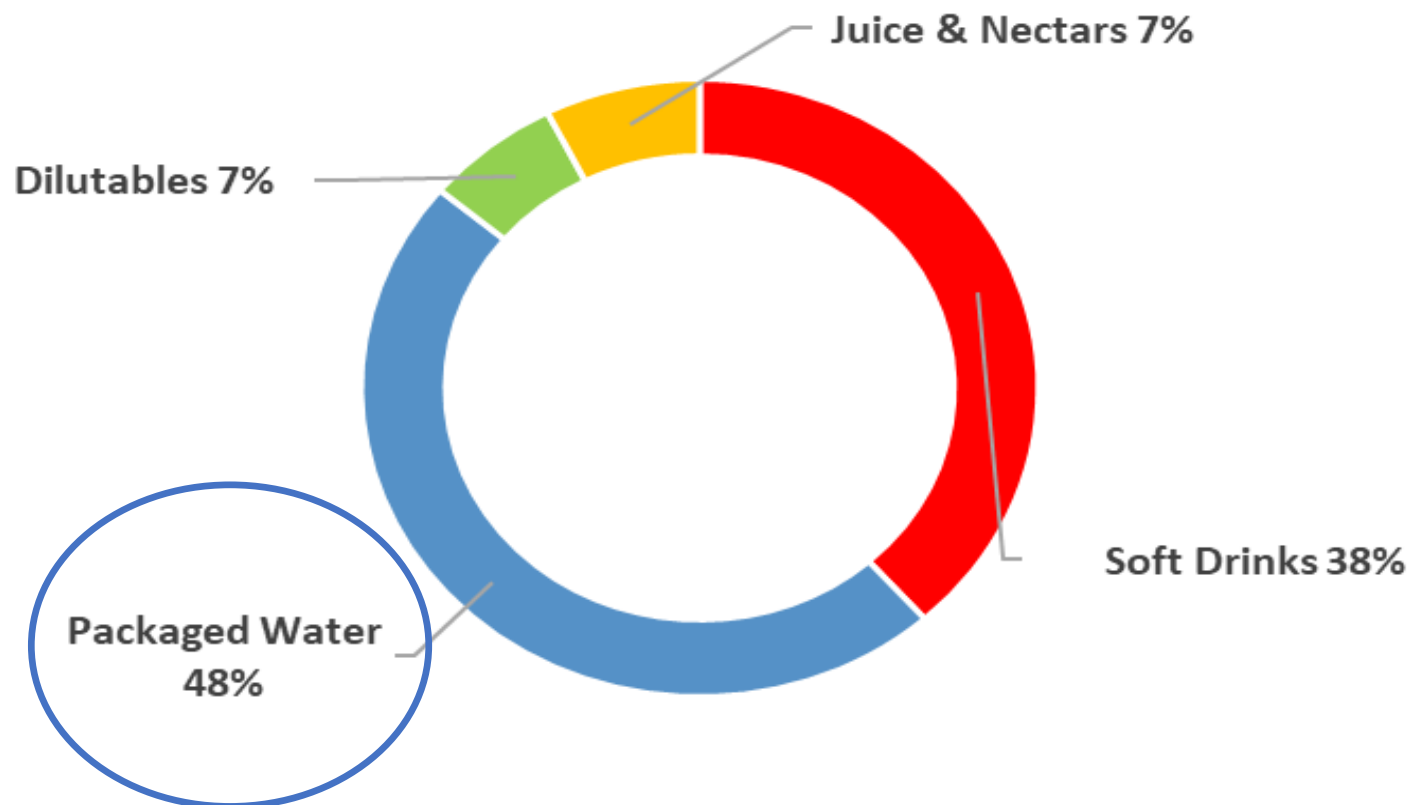
Others

Laboratorio Dr. Oliver Rodes
NSF
SGS Fresenius
Watercoolers Europe

Key statistics



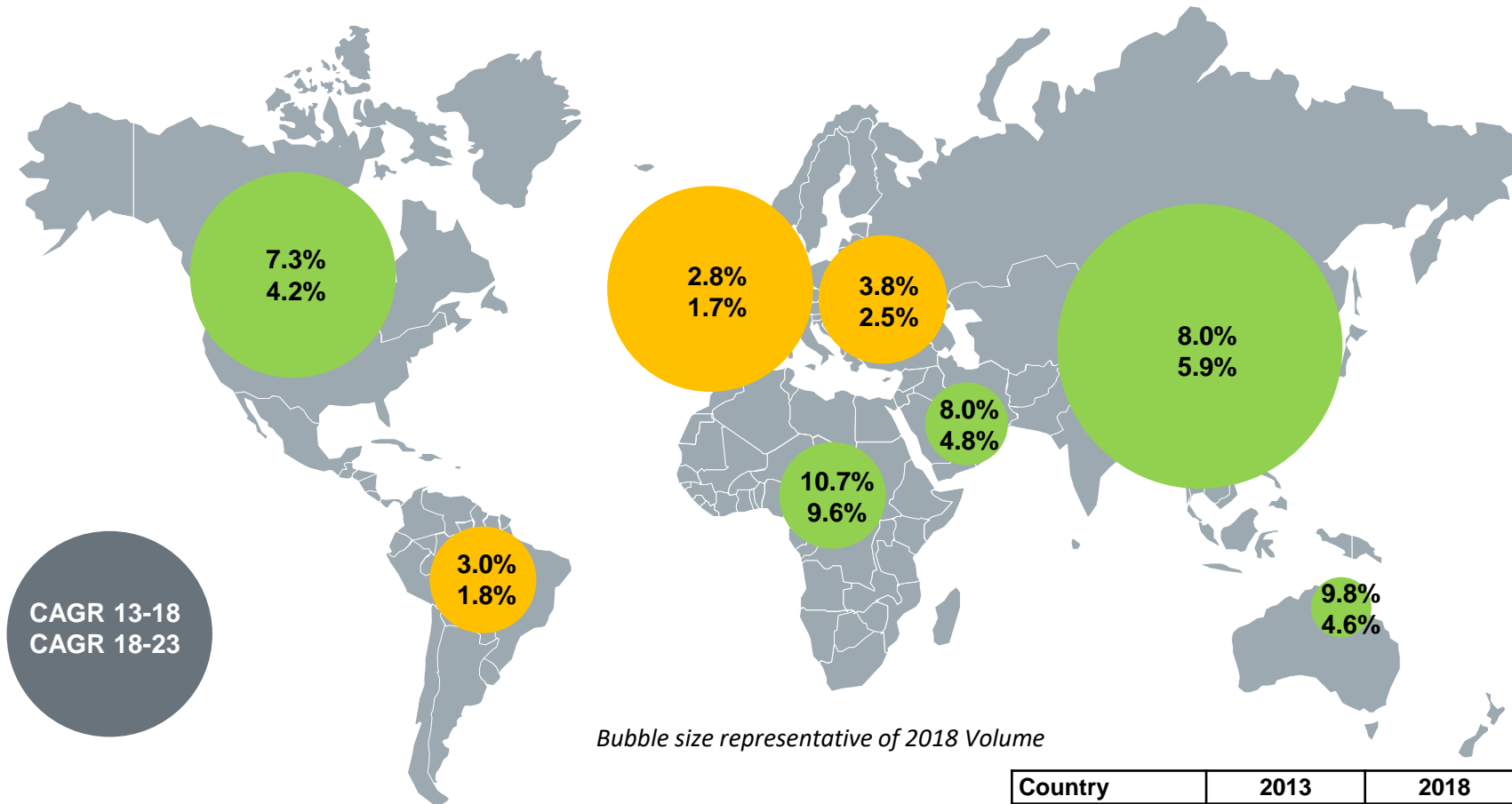
EU non-alcoholic beverages 2017



Source: GlobalData

Regional Growth of Bottled Water

Regional Bottled Water* Volume Growth 13-18 and Forecast 18-23

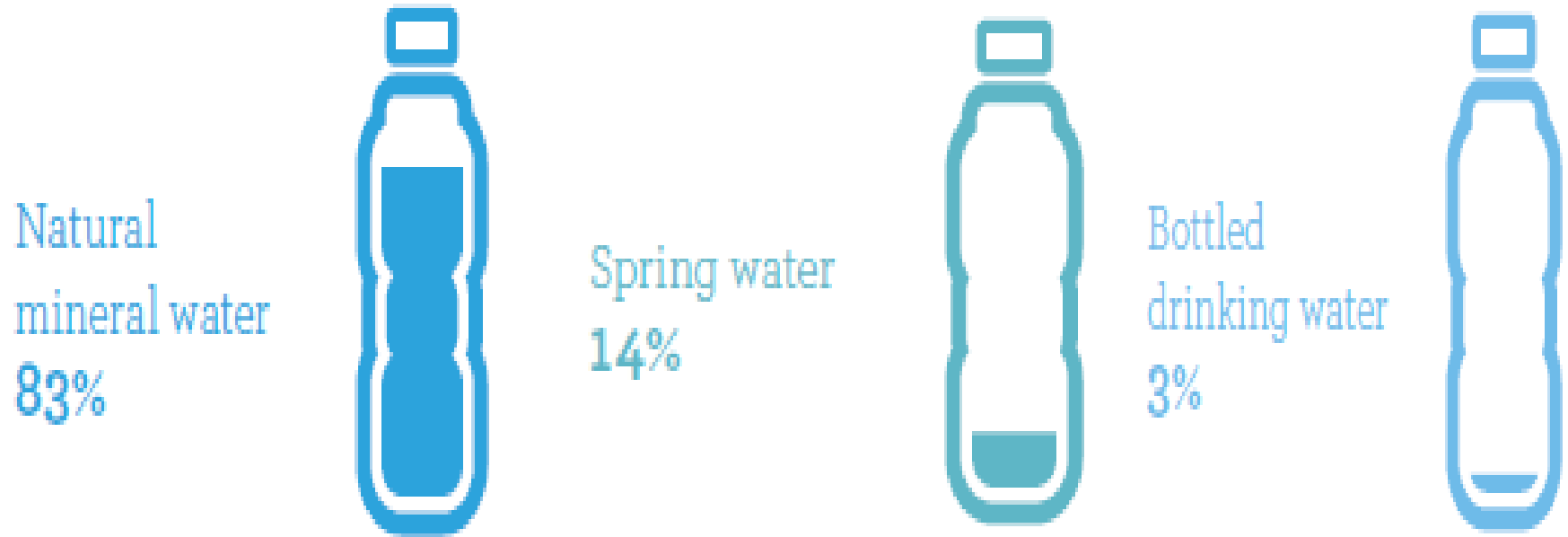


CAGR 13-18
CAGR 18-23

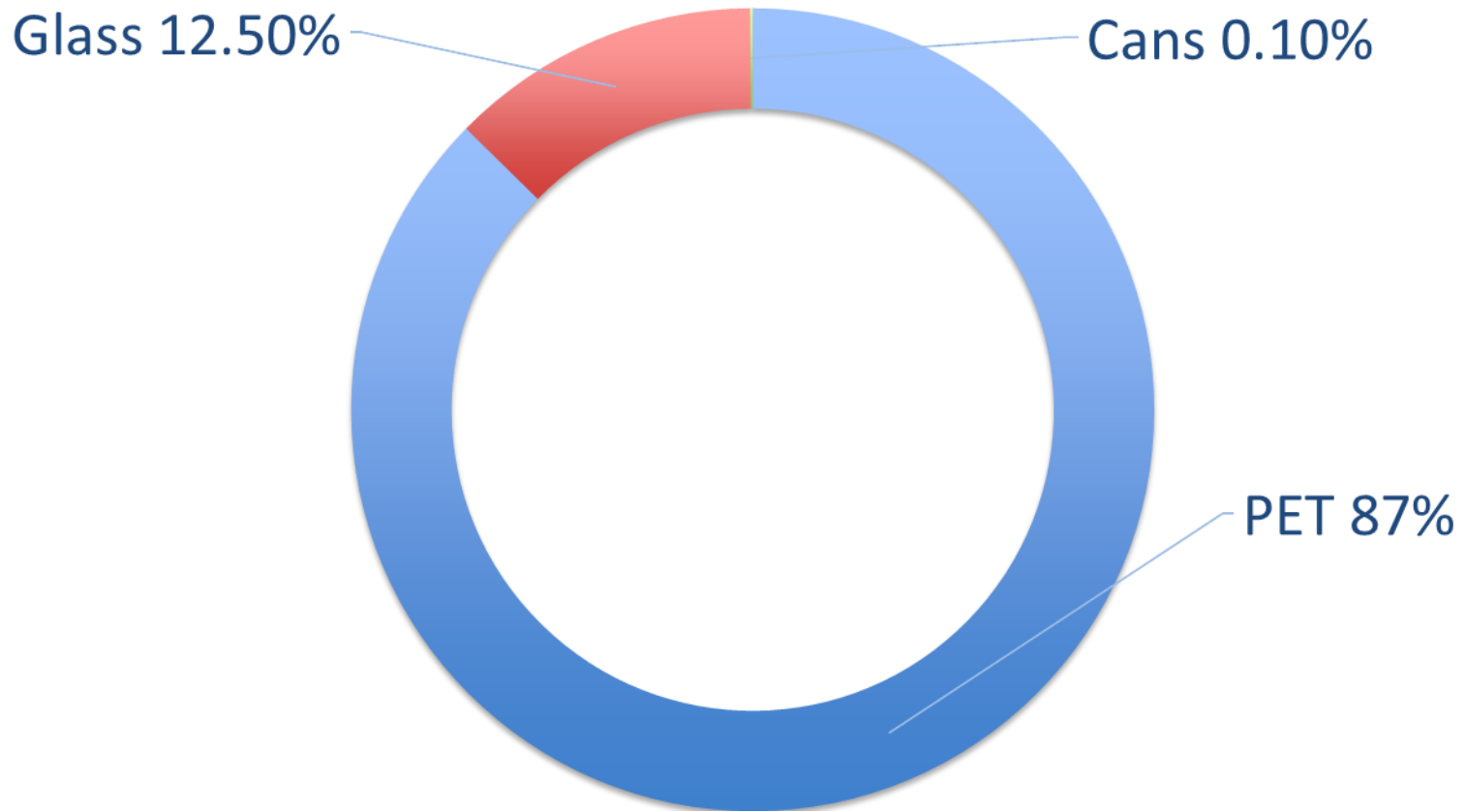
Country	2013	2018	CAGR
Russia	4,423	4,363	-0.3%
Turkey	4,000	5,747	7.5%

* Packaged Water, Flavoured Water and Enhanced Water. Excludes Bulk/HOD Water.

What do European consumers drink?



EU bottled water packaging materials

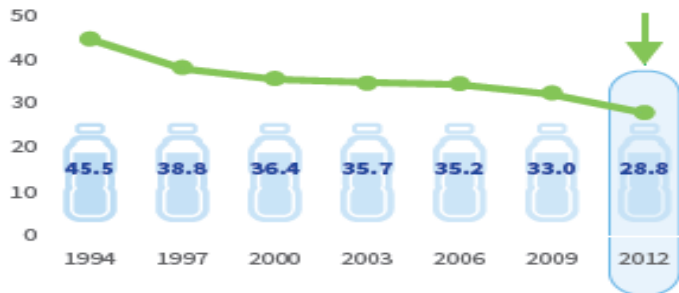


Source: GlobalData

Sustainable packaging

- Glass & PET bottles, aluminium cans = 100% recyclable
- Producers = pioneers in setting up nat. recovery schemes, design guidelines for recycling and light-weighting
- Beverage packaging recycling rates = top of the class!

Weight reduction per bottle in grammes
1,5 l PET bottle, still water



Source: ADEME & Eco-emballage publication "Le glissement des emballages ménagers en France. Evolution"
*Le glissement des emballages ménagers en France



Sector's challenges



News

European Parliament



H

29.7.2019

EN

Official Journal of the European Union

L 200/33

Pre

DECISIONS

COMMISSION DECISION (EU) 2019/1268

of 3 July 2019

on the proposed citizens' initiative entitled 'Let's put an end to the era of plastic in Europe'

(notified under document C(2019) 4974)

(Only the French text is authentic)

Addressing the urgent need to act, Europe is not implementing any profound change in its model. Plastic is symptomatic of this stubborn refusal to face the facts, which is at odds with the needs of the environment. We are therefore calling for the banning of all plastic packaging and bottles by 2027 so that concrete measures can begin to be put in place to respect the limits of our resources.'

Sign in

Search

Culture

Lifestyle

More



San Francisco airport announces ban on sales of plastic water bottles

The change, taking effect 20 August, is part of SFO's plan to become a zero 'waste-to-landfill' facility by 2021



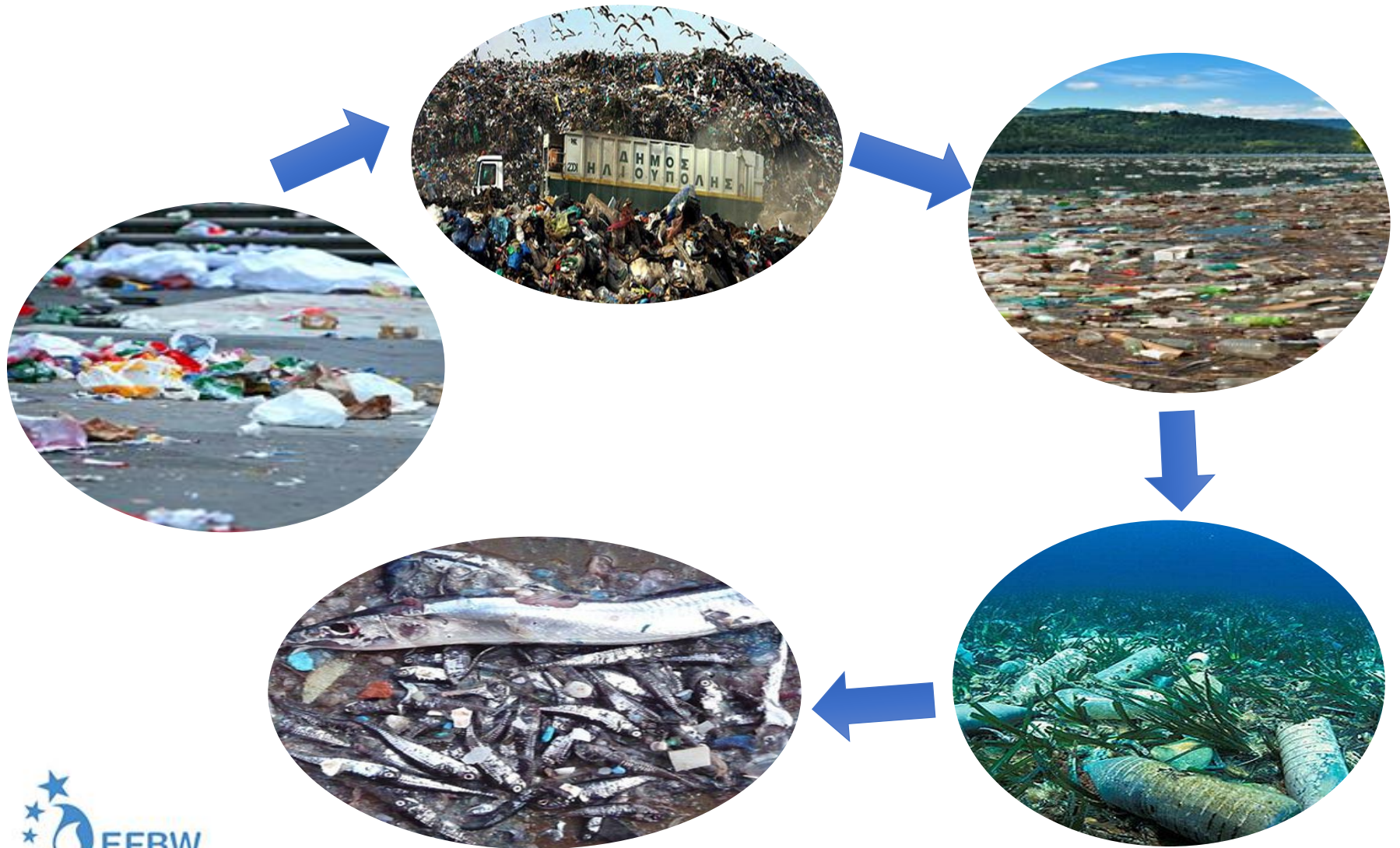
We protect the
environment
around the source

We use fully
recyclable and light-
weight materials

We market a
healthy and
natural product

And yet
.... we have an issue

From urban litter to marine pollution



Packaging should not end up as litter



EU moves forward



CIRCULAR ECONOMY

Closing the loop

AN AMBITIOUS EU CIRCULAR ECONOMY P

EU PLASTICS STRATEGY



10 most common plastic objects found on European beaches



EFBW Pledges 15 May 2018

Natural mineral and spring water producers will be a driving force for:



COLLECTING

90 % of all PET water bottles by 2025*.



COLLABORATING

with the recycling industry to use at least 25% recycled PET in its bottles by 2025*.



INNOVATING

and investing further in eco-design and research on non-fossil based packaging materials.



ENGAGING

with consumers and supporting initiatives that will encourage proper sorting and disposal of packaging.

* EU average

EFBW submitted pledges to DG Grow

- The sector pledged for 135 thousand tonnes of additional rPET use by 2025
- Uptake of recycled content is a continuous process
- Important preconditions: availability, high quality recyclates and affordability

Single Use Plastics Directive

10 most common plastic objects found on European beaches



Drink bottles

Food containers

Bags

Caps & lids

Cutlery, straws & stirrers

Crisp packets/ sweet wrappers

Single-use plastic items represent

50 %
of marine litter

Sanitary applications

Cotton buds

77% collection
target of plastic
beverage bottles
by **2025** and **90%**
collection target
by **2029**

**25% rPET by
2025** and **30%**
recycled content
requirement on
**all beverage
bottles by 2030**



**Mandatory
tethered caps in
2024**

**EPR of SUP
products:
producers to
contribute to
litter clean up =
costs will be
higher**

Companies very active on r-PET

Nestle Waters:
100% rPET for
Valvert (2019)



Danone: 100% rPET for Volvic
(2019) and Evian (2019
Wimbledon trial)



Vöslauer:
100% rPET
(2019 in
Germany)



Mattoni:
50 % rPET
(2018)



UN Declares War on Ocean Plastic



07.03.2019

Draft Ministerial Declaration of the 2019 United Nations Environment Assembly

“Innovative solutions for environmental challenges and sustainable consumption and production”

- 1) *We will address* the damage to our ecosystems caused by the unsustainable use and disposal of plastic products, including by **significantly reducing single-use plastic products by 2030**, and *we will work* with the private sector to find affordable and environmentally friendly alternatives;



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OF BOTTLED WATERS



Material substitution?



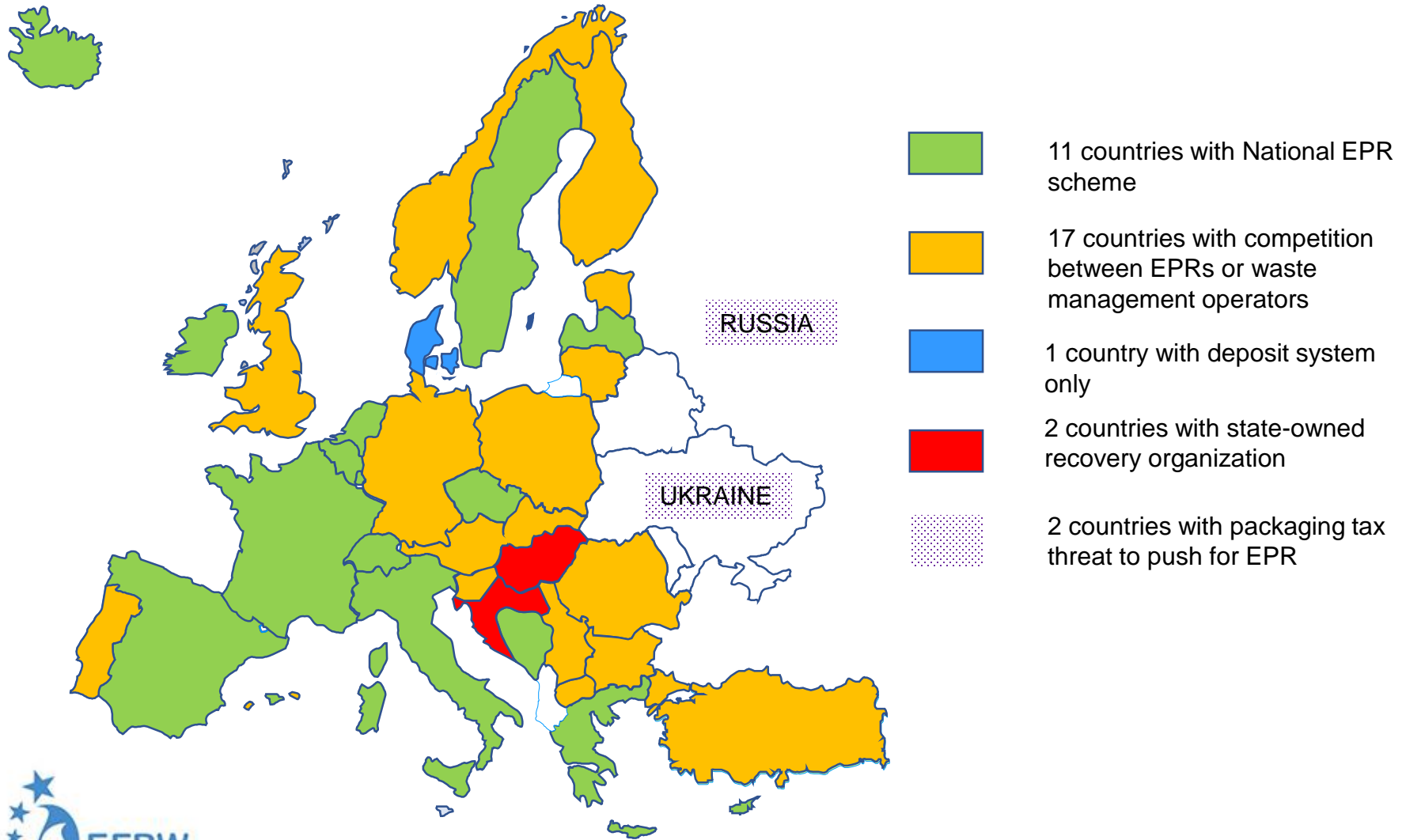
Collection



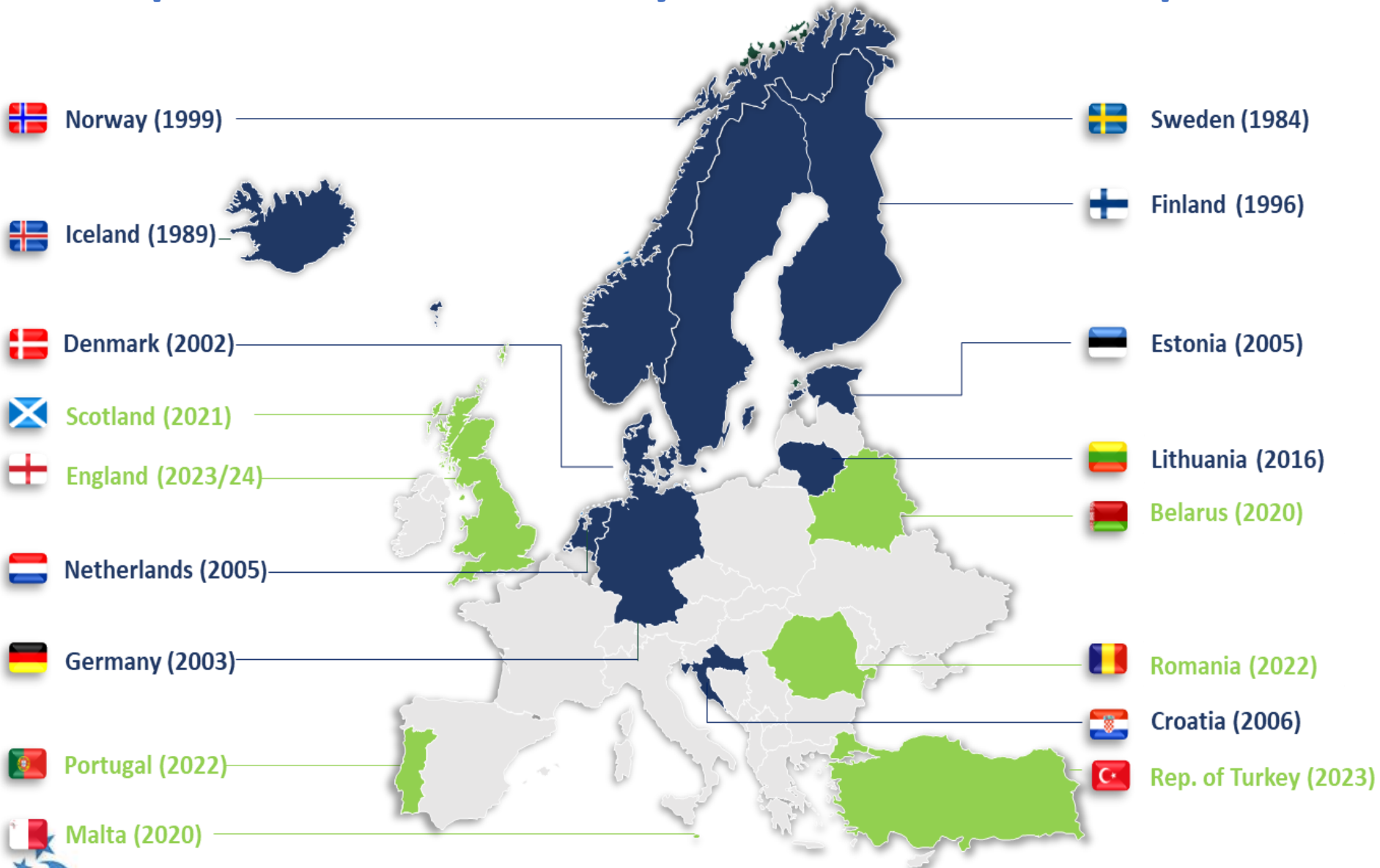
Coming up

- A **separate waste collection** plan will be presented in the first 100 days of the new European Commission
- The proposal includes setting **common colours for garbage bags and bins**
- The new Commission also wants to make it mandatory for companies to support any **environmental claims** they make

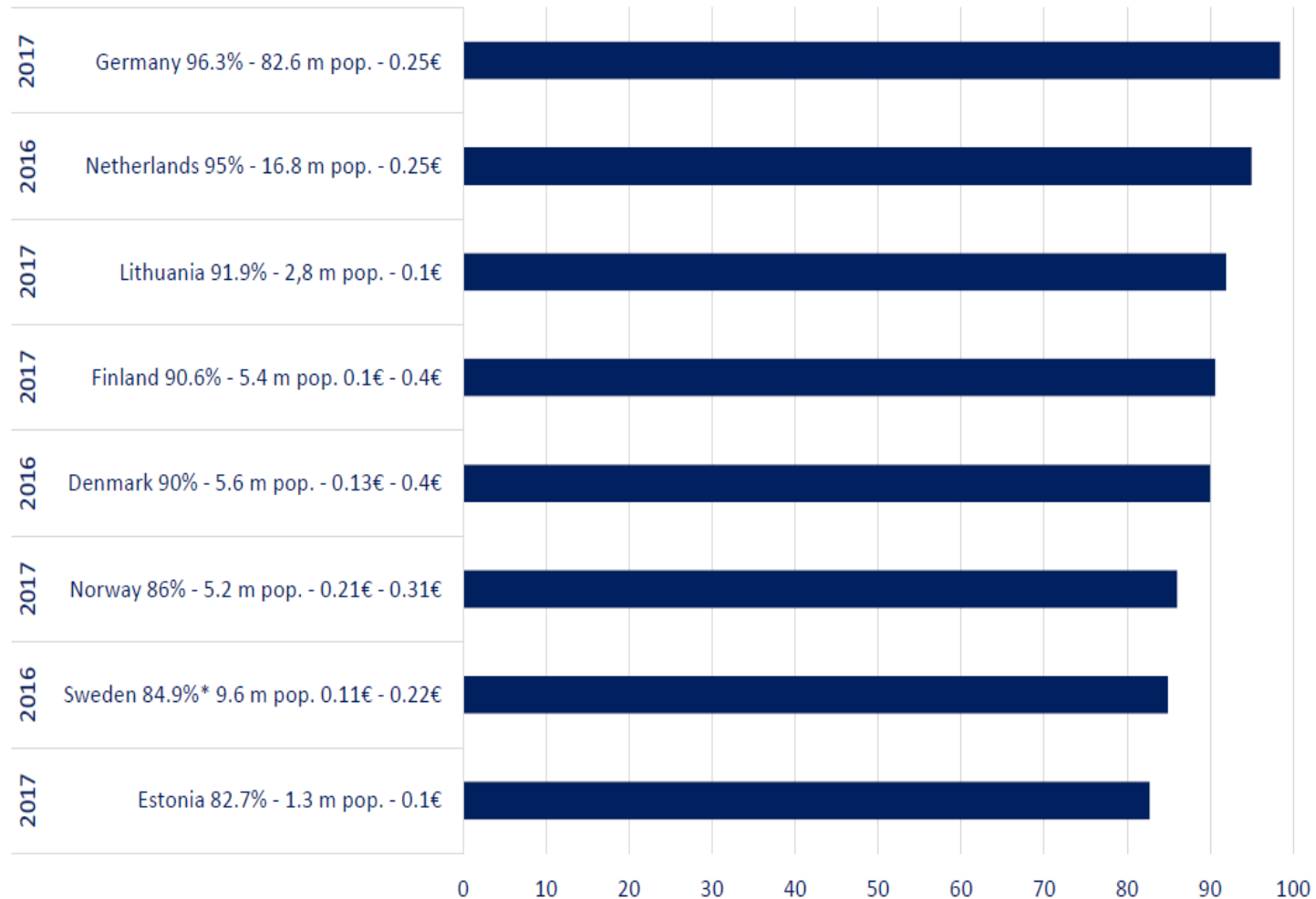
Overview of Europe's Extended Producer Responsibility (Status 2018)



Deposit Refund Systems in Europe



DRS return rates



Source: Tomra



- DRS in EU countries yield high collection of beverage bottles and thus decrease beverage littering
- DRS is a quality input material for bottle-t
- Deposit beverage, discourage
- DRS is only part of the solution of the broader post-consumer packaging issue (i.e. non-beverage litter)

**DRS provides reliable
beverage collection
data per country**

EFBW first to endorse DRS (2/7/2019)



Water bottling industry pushes for more deposit refund recycling

By Erin Lyons
Journalist, New Europe



EFBW pushes for better plastic recycling infrastructure

The European Federation of Bottled Waters insists on improvements in the deposit refund system



© Steven Depolo/Flickr

EFBW calls for improvements in plastic collection infrastructure

Posted By: Martin White on: July 01, 2019
In: Beverage, Business, Environment, Industries, Packaging, Refreshment, Social responsibility, Water

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Great to see that the **European Federation of Bottled Waters (EFBW)** has formally endorsed deposit refund systems as the best way to ensure a high

...see more



@efbw_eu

Design elements of a successful DRS

Consumer

- ❖ The level of deposit fee to incentivize a “bring back” culture
- ❖ Convenient return points
- ❖ Communications
 - Deposit fee as a separate from the sales price for clarity
 - Materials covered

Governance

- ❖ Set up & run by obliged industry
- ❖ Centrally operated (Central Deposit Management Organization)
- ❖ Not-for-profit



Scope

- ❖ Operated at national level
- ❖ Include all relevant beverage categories & packaging types

Finances

- ❖ Unredeemed deposits & sales of collected materials to stay in CDMO

Reflections

- Is there a litter problem in your country?
- What kind of litter?
- Plastics is more than PET – DRS is part of the solution
- If applied then DRS should be well designed

PET bottles are fully recyclable.



CONSUMPTION

If a bird can do it...



THANK YOU!

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 **@efbw_eu**