



**Best in class
deposit systems**

22 November 2019
Brussels

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Company Limited,
Malta



DRS Malta

22nd November 2019

The General Soft Drinks Co Ltd

- Independent Bottler of The Coca-Cola Company in Malta
- Two PET production lines producing Soft Drinks and Water
- Importer and Distributor for international Brands from ABInBev, Royal Swinkels Family Brewers and Monster
- Placing on the market different beverage containers: PET / Cans / One – Way – Glass
- Founding Member of the Malta Beverage Producers Association



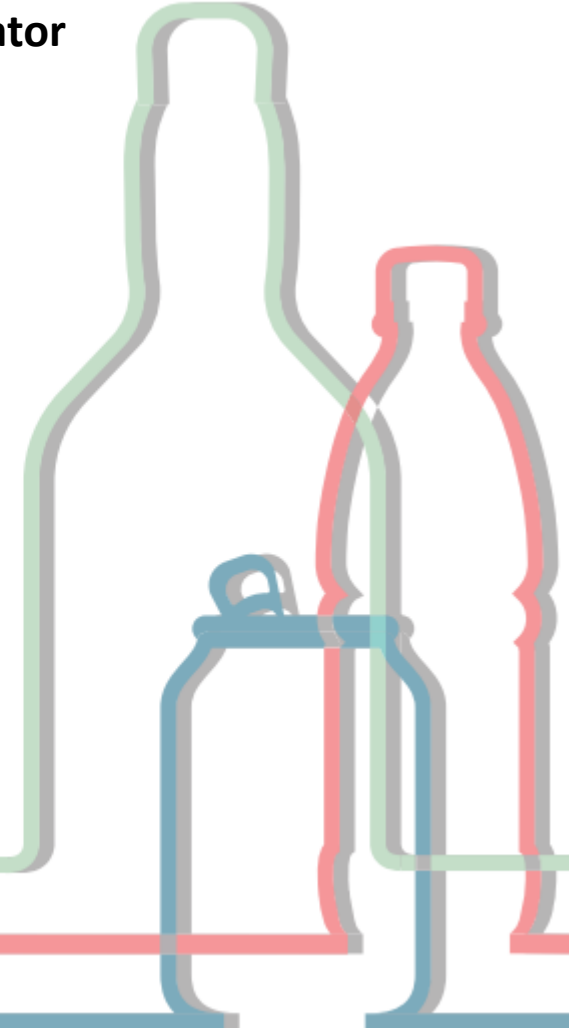
Malta Beverage Association

- Setup in 2019 to represent the Malta Beverage Producers as one of the three parties proposing to operate DRS in Malta
- Representing the Two Main producers of Soft Drinks and Table Water, together with the main producer of local Beer.

- **Implementation** of DRS or BCRS in Malta was **announced during the EU “Our Oceans Conference” in 2017**
- Subsequently **Government initiated a public consultation** for an independent **for profit Operator**
- **Industry** recognized the **need to unite** in order to present a counter proposal to Government

A Joint Venture Agreement was formed between Maltese beverage producers, the beverage importers and the Maltese retailers (later forming respective associations) with the scope to:

- support the circular economy efforts of Malta,
- enable Malta to achieve 90% return rate for beverage containers by 2025,
- take responsibility as producer and importers,
- fund and be shareholders of the BCRS Operator,
- run the Not-for-Profit / Open Book Operator tendering out all needed services,
- minimize the impact on consumers by operating at lowest cost principle.



Industry collaborated with Government to assist in the drafting of a legislation that would establish:

- An Operator to be run Not-for-Profit at a lowest cost principle in a nationwide system with transparency obligations;
- Mandatory registration and participation in the deposit scheme for Producers, Importers and Retailers
- The Operator to ensure proper recycling for all collected packaging and will be entitled to retain all revenue from the sale of such packaging;
- A fixed deposit of €0.10 per beverage container that will not be subject to VAT – the Operator can propose a change in the deposit to the Competent Authority for approval;
- The unredeemed deposits will be retained by the Operator;
- The deposit shall be charged and refunded at no cost to the consumer;
- Fines/punishment for any breaches shall be of a magnitude that should deter breaches and enforced by Competent Authority within a defined timeframe.

