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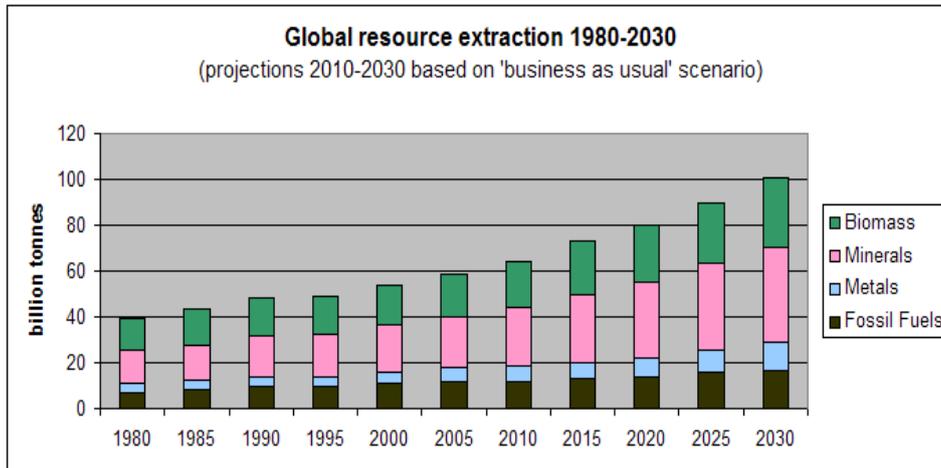
The EU Resource Efficiency Roadmap in the wider policy framework



Building block of the EU 2020 strategy. Targets:

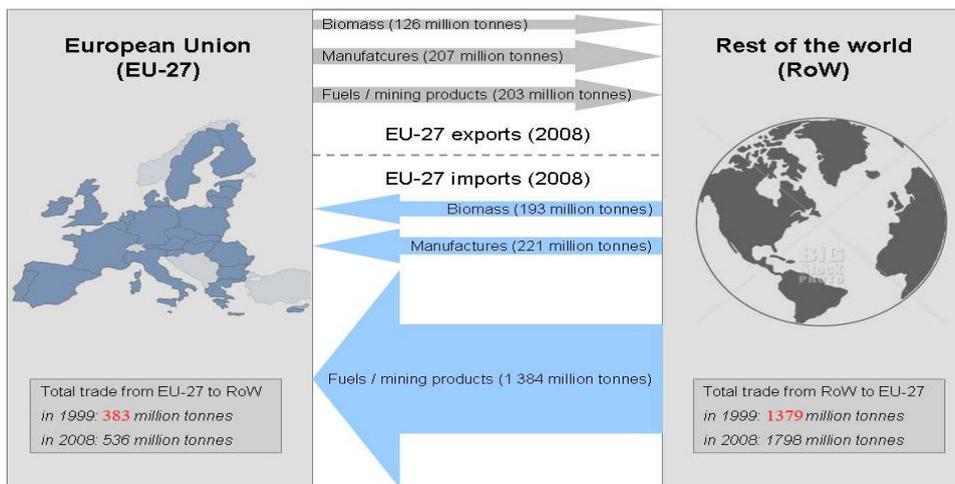
- smart growth (education & research),
 - sustainable growth (low carbon, resource efficiency)
 - inclusive growth (high employment, social cohesion)
-
- 7 flagship initiatives on industrial policy, digital agenda, youth on the move, new skills and jobs, innovation union, platform against poverty, resource efficiency.

Resource-efficiency – the challenge



Source: EEA 2010 derived from SERI GLOBAL 2000, Friends of the Earth Europe (2009)

Europe's trade balance



Source: Eurostat Comext Statistics, EEA 2010, The European Environment, State and Outlook 2010 : Thematic Assessment – Material Resources and Waste

Commission concepts of resource efficiency



- **Resources: raw materials, but also land, water, soil, air**
- **What is resource efficiency? Producing more value while living, producing and consuming within the physical and biological limits of the planet**
- **How to measure resource use? Tons \leftrightarrow environmental impact \leftrightarrow impact on carbon, water, land use, biodiversity**

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Towards resource efficient and sustainable products



- **Strengthen Green Public Procurement**
- **Improvements of instruments e.g. extending the scope of Ecodesign**
- **Common LCA methodology to assess, display and benchmark environmental performance – linked to incentives**
- **Extending producer responsibility – new business models**

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Approaches to sustainable consumption



- **Influencing consumer behaviour & demand for better products**
- **Analyse purchasing decisions, use and disposal**
- **Identify priorities and strategies by using behavioural economics**
 - Pilot projects, based on: Awareness, Attractiveness, Availability and Affordability
 - Extension of product lifetime (durability)

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Turning waste into a resource



- **Stimulate secondary materials markets**
 - End-of-waste criteria
 - Recycled content
- **New targets, aiming for virtually no landfilling**
- **Eradicate illegal waste shipments**
- **Improve implementation by MS, including by best practices exchange**

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2020 aspirational objectives

- Full implementation of the EU waste acquis – Eradicate illegal shipment of waste
- Waste generation per capita in decline
- Recycling and reuse are economically attractive
- Energy recovery limited to non-recyclable materials
- Landfilling virtually eliminated

Waste as a resource: 2020 aspirational objectives

Waste management

- New target for waste prevention to be considered by 2020
- Review of existing reuse and recycling targets to be raised to their maximum feasible level by 2014
- Review of the landfill diversion target by 2014

Other supportive measures

- EU public funding aligned with waste hierarchy
- Improve coherence of the EU legislation
- Product policy (boost material efficiency in ecodesign – reusability, recyclability, recycled content, durability)
- Measures to extend the producer responsibility

The Commission will...



- Stimulate the secondary materials market and demand for recycled materials through economic incentives and developing end-of-waste criteria (in 2013/2014);
- Review existing prevention, re-use, recycling, recovery and landfill diversion targets to move towards an economy based on re-use and recycling, with residual waste close to zero (in 2014);
- Assess the introduction of minimum recycled material rates, durability and reusability criteria and extensions of producer responsibility for key products (in 2012);
- Assess areas where legislation on the various waste streams could be aligned to improve coherence (in 2013/2014);
- Continue working within the EU and with international partners to eradicate illegal waste shipments with a special focus on hazardous waste;
- Ensure that public funding from the EU budget gives priority to activities higher up the waste hierarchy as defined in the Waste Framework Directive (e.g. priority to recycling plants over waste disposal) (in 2012/2013);
- Facilitate the exchange of best practice on collection and treatment of waste among Member States and develop measures to combat more effectively breaches of EU waste rules (in 2013/2014).

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CEPI first reaction (1)



- Most proposed measures to be put forward by 2012–2013.
- Fairly clear intention to set targets by 2013
- Recognizes that we are not yet ready for Resource efficiency indicators and targets on water, soil erosion, natural ecological capital.
- Using resource productivity measured by the ratio of GDP to domestic material consumption (DMC)
- Soft reference to resource use tax

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CEPI first reaction (2)



- Reflects a number of key CEPI views: separate collection, no incineration or landfilling of recyclable municipal waste, good implementation of existing laws.
- Paper not identified as key impact sector, but indirectly food (packaging) and woodworking (value chain).
- Strong emphasis on material efficiency creating a positive framework, e.g. increased recycling, optimal levels of recycling, industrial symbiosis.
- A number of the proposed measures remain rather vague, e.g. “reinforce the secondary materials markets”; their cost-effectiveness will have to be scrutinized.

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CEPI actions



- European Declaration on Paper Recycling with enabling conditions
- Study on the impacts of renewable energy policies on the availability of paper for recycling
- Active Support to end-of waste for paper
- Active support to the revision of the EN 643
- CEPI Roadmap to a low-carbon forest-fibre industry by 2050



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- Cross-industries position paper for policymakers
- Paper, plastics, metals, man-made fibres recyclers
- Explain the recycling value chains
- Explain the challenges we face with our raw material
- Proposes policy recommendations to support recycling in Europe



From the position paper: Obstacles to more recycling



- Insufficient policy support for closing the loops
- Subsidies for the use of recyclable and renewable material for energy recovery
- Insufficient recyclability requirements for converted products
- Suboptimal end-of-life collection schemes
- Shortage of secondary raw material due to exports to non-European countries partly due to illegal shipments of waste
- Lack of level playing field worldwide
- Technological hurdles to recycle increasingly complex products
- Landfilling of recyclable waste

From the position paper: Challenges



- a strong demand for resources from emerging markets
- relatively cheap east bound shipping costs
- substandard environmental management of recycling processes outside Europe
- insufficient control at borders
- lack of quality of the collected material

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From the position paper: Policy proposals



- call for a sound implementation and enforcement of existing legislation.
- call for better enforcement of the Waste Shipment Regulation with a view to curbing illegal shipments of waste. The work of Impel and customs authorities should be supported, e.g. through a distinction of second-hand goods and new goods.
- call for separate collection at source of paper, metal, plastics and glass by 2015 for all applications
- call on the European Commission to propose a ban on landfilling of recyclable waste.

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- include recyclability criteria for the product groups covered by the eco-design directive today and product groups that might be covered in the future.
- ensure that pre-processing and recycling take place in efficient facilities rather than in sub-standard facilities to achieve material quality.
- stimulate producer responsibility and explore new concepts
- investigate the substantial subsidies given by some third countries to secondary raw materials using companies with respect to their compatibility with WTO rules and take appropriate measures.



- remind that requirements such as recycled content should be considered cautiously as a general tool, as they may lead to inefficiencies in the supply chains. However, they can be an effective tool in specific sectors.
- call for effective recognition of the benefits of recycling in other policies than waste policy, such as the energy policy.
- call for a recycling strategy aiming at recycling secondary raw materials with the highest material quality and efficiency and close to the source when appropriate.



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