



Newsletter #1

June 2012



Newsletter #1

June 2012

Welcome to the 1st Newsletter of the R4R project, a vehicle to provide news from Europe and our 13 Project Partners relating to their waste management and recycling activities.

If you would like to add a colleague to receive this service, or if you have any items of interest you would like to contribute, send us an email at hx@acrplus.org.

Index

01. Launch of Regions for Recycling R4R: the Regional Contribution to a European Recycling Society
02. Use of Economic Instruments and Waste Management Performances – Final Report
03. ACR+ EPR Club – Launch (partner involved: ACR+)
04. The “Multi-use Styria Bottle” Wins EWWR Award 2011 (partner involved: Styria)
05. KOMOSIE’s Re-use Board Game Nominated for EWWR Award 2011 (partner involved: OVAM)
06. Tallinn’s Public Maintenance Month, 14 April – 12 May 2012 (partner involved: Tallinn)
07. Youtube-Videos to Focus on Recycling of Specific Waste Fraction (partner involved: Odense Waste Management Ltd)
08. Trial-Extension of Separate Collection of Plastics in the Ile-de-France (partner involved: ORDIF)
09. Guide to Good Practices for the Recycling and Recovery of Paper and Cardboard in Catalonia (partner involved: ARC)

Enjoy the reading!

01. Launch of Regions for Recycling R4R: the Regional Contribution to a European Recycling Society



Led by the Ile-de-France Region Waste Management Observatory (ORDIF), Regions for Recycling(R4R) brings together 12 European regions with the ambitious target to promote regional contributions towards a European Recycling Society. This 3-year Interreg IVC project aims to work on a common framework for waste data observation and assessing the local instruments (technical, economic or legal) in order to reduce the recycling performance gap between the regions in the EU.

The project was officially launched at a conference on 18 April 2012 in Paris, bringing together the different partners and issues of waste management and their shared observation in the presence of the European Commission and ADEME (French Agency for the Environment and Energy Management).

"With a budget for R4R of 2.2 million euros over three years, three quarters of which arise from European funds, we will be able to act, starting with capitalising on the experience of the partners," said

Eric Chevaillier, President of ORDIF, while Olivier De Clercq, Secretary General of ACR+ explained: "This project is also about creating solidarity between regions with very different context and performances. It is encouraging to see that the current 'best European performers' only started to implement their waste management strategy 15 years ago and today it is possible to move even faster, based on the accumulated experience and the new instruments available."

Henny De Baets, Administrator-General of OVAM, stated: "We can share our experience of selective collection and recycling of household waste with our European partners. In addition, we still learn from our partners, in order to further enhance the Flemish waste policy, and to achieve even sooner the transition to a sustainable material policy." A two day kick-off meeting including a site visit to a regional sorting plant followed the launch event.

Read more
[About ACR+](#)

02. Use of Economic Instruments and Waste Management Performances Final Report



This report presents the findings of a follow-up study to the study to support the review of the Waste Thematic Strategy, which was completed in October 2010 and published on the DG Environment website in January 2011.

Within that study, a limited amount of research was undertaken on the use of economic instruments (EIs) to promote improved waste management, and the current study expands on that limited research.

The objective of the present study is to analyse the

relationship between the performances of the waste management systems of the EU Member States (MS) and their use of EIs. On the basis of this analysis, the opportunity of moving towards a European common approach for the use of EIs in relation to waste management is explored.

The study aims to provide supporting information and analysis for the European Commission in the preparation of the follow up of the report published in January 2011 on the Thematic Strategy on the Prevention and Recycling of Waste.

Read more
[About the European Commission](#)

03. ACR+ EPR Club – Launch (partner involved: ACR+)



On 4 June 2012, ACR+ launched the European “EPR Club”, a platform for exchange and debate about Extended Producer Responsibility in Europe amongst key stakeholders and experts. This platform is an ACR+ initiative and co-founded with the specific involvement of the following ACR+ members: AICA (International Association for the Environmental Communication, Italy), ARC, Catalan Waste Agency, Spain, IBGE-BIM (Brussels Environment, Belgium, ISR,(Institute for Resource Sustainability, Spain), RUDOLOGIA (France).

Allowing dialogue on EU policy developments and strategies regarding EPR schemes and clarifying EPR concept towards policy-makers and the civil society as

well as building a joint initiative to identify the good practices in the EPR field, to disseminate them widely or even reinforce the European legal bases, are some of the key objectives of the Club. A combination of interactive web-based activities such as the virtual library, webinars, online forums and thematic working groups as well as networking events allowing the exchange of information and views are forming the core part of the EPR Club activities.

The EPR Club is now open for membership to any relevant stakeholder or expert interested in visibility & exchange of experiences in relation to EPR and participation in the debate towards common goals for EPR in Europe.

Read more
[About ACR+](#)

04. The “Multi-use Styria Bottle” Wins EWWR Award 2011 (partner involved: Styria)



Around 300 Styrian winegrowing enterprises fill their products in the unique ‘Steiermarkflasche’ (Styria Bottle), providing Styrian wine with its very own identity. The 5 million bottles sold annually are disposed of after single use, generating around 2,500 tonnes of waste glass.

Thus, if every bottle was refilled five times, 10,000 tonnes of waste could be avoided. In order to increase the refill rate to at least 50%, the Styrian Provincial Government together with the Styrian Chamber of Agriculture, in collaboration with Styrian winegrowers, SPAR supermarkets and the friends of Styrian quality wine, launched the introduction of the multi-use Styria Bottle.

The pilot project brought together 55 wine growing enterprises, 6 large supermarkets and the Vinofaktor in Southern Styria, where empty bottles can be disposed of via well-established return systems. Economic incentives for consumers (discounts on new bottles of wine for every returned bottle) create a win-win situation for all involved. Due to its innovativeness, it was awarded the **EWWR Award 2011** in the category 'Administration and Public Authority' at the Awards Ceremony in Paris, 19 June 2012.

Read more
[About Styrian Provincial Government](#)

05. KOMOSIE's Re-use Board Game Nominated for EWWR Award 2011 (partner involved: OVAM)



The "Re-use" board game, developed by the umbrella organisation of the Re-use centres in Flanders (KOMOSIE) to introduce pupils in a playful and simple way to waste reduction, recycling and re-use, has been nominated, amongst 23 other initiatives for the [EWWR Award 2011](#).

The game is simple but entertaining and instructive, inviting pupils to act consciously with waste and giving examples of actions and games to do in class or school. The winner of the game is he/she who has delivered the world from the most waste.

Accompanied by a booklet encouraging teachers to organise reuse-activities with the group and involving their families, the game has proven a success among teachers, pupils and parents alike.

In a playful manner, young people are made aware of waste issues and what they can do to reduce waste and protect the environment. The "Re-use" game board can be used for several years, and is easily translated and adapted to other local situations and legislation.

[Read more](#)
[About KOMOSIE](#)

06. Tallinn's Public Maintenance Month, 14 April – 12 May 2012 (partner involved: Tallinn)



Tallinn's annual Public Maintenance Month was introduced to inform the city's inhabitants about environmentally friendly waste management.

During this year's edition, Information Days organised by the City Government educated citizens about the importance of waste reduction and recycling in saving natural resources, energy, and waste disposal space and costs, and in reducing pollution risks.

People learned how they can reduce waste by making environmentally aware decisions about everyday things like shopping and gardening.

Clean-up Days gave them the chance to use this knowledge in action: 500 tonnes of rubbish was collected and taken to Tallinn's City Recycling Center.

To provide further information in a handy format to all Tallinn residents, the City Government has published the booklet [The ABC of Public Facilities and Maintenance](#) in Estonian, Russian and English.

[Read more](#)
[About Tallinn](#)

07. Youtube-Videos to Focus on Recycling of Specific Waste Fraction (partner involved: Odense)



Odense Waste Management has made changes to its website to allow visitors get a better idea of what actually happens with the waste they hand in at the recycling stations.

The company produced a series of 1-2 minutes videos about each waste fraction, showing the transformation

from waste to new product.

The goal of showing the videos is to make it even clearer that it is meaningful to sort waste into several fractions, and that each fraction is being recycled into useful materials in order to take care of the environment and protect the natural resources.

Read more

[About Odense Waste Management](#)

08. Trial-Extension of Separate Collection of Plastics in the Ile-de-France (partner involved: ORDIF)



To date, only plastic bottles and containers are separately collected in France. A national pilot initiated by the French recycling organisation Eco-Emballages is testing an extension of this set.

3.7 million citizens will participate in this experiment in the Ile-de-France region, the territories of **SYCTOM**, **SIGIDURS**, and **LOMBRIC** will be involved, generating an estimated additional deposit of 150 tonnes per year.

The SYCTOM sorting centre in Sevran started the trial on 1st March 2012, representing nearly 390,000 inhabitants. On 1 April 2012, the SIGIDURS sorting facility in Sarcelles joined (63,000 inhabitants), and since 2 May 2012, the SMITOM LOMBRIC sorting centre in Vaux-le-Pénil extended the experiment to include the 106,000 inhabitants of Melun-Val-de-Seine.

However, collection in the latter territory is extended only to plastic packaging, excluding films and plastic bags.

Read more

[About Ordif](#)

09. Guide to Good Practices for the Recycling and Recovery of Paper and Cardboard in Catalonia (partner involved: ARC)



The Waste Agency of Catalonia (ARC) has collaborated for years with recycling companies in order to achieve better environmental results as well as to improve the competitiveness of the involved businesses. On 29 June 2012 the ARC will present the "Guide to Good Practices for the Recycling and Recovery of Paper and Cardboard in Catalonia" to the public, the fourth guide in a series started with the Guide for industrial pallets (to be continued with the Guides for end-of-life-vehicles and for scrap metal).

The guide supports Catalan waste management companies that recover, or plan to recover, waste

paper and cardboard in their decision-making regarding environmental sustainability. Furthermore, this guide also serves to spread knowledge about the processes of waste recovery and recycling in the society in general, and to make waste recovery companies and processes more visible to the public.

The information on how a waste is turned into a new product can raise the motivation of the citizens to participate in selective collection, and help the individual to understand the importance of good separation at source. It is one more step on the way towards a "recycling society".

The Guide will be available online on the website of the **Waste Agency** in Catalan and Spanish. The paper version is available in Catalan.

About ARC

In line with its long-term goal of becoming a 'Recycling Society', the European Union's waste policy aims at preventing waste generation and optimising the use of waste as a resource. The key actors concretely implementing this concept are regional and local authorities as waste management falls into their responsibility and many legal, economic and educational instruments are decided at this decentralised level.

At present, these sub-national authorities find themselves facing many new challenges: against the backdrop of continuously rising quantities of generated waste, they must comply with ever stricter legislation, develop increasingly complex waste management systems, and encourage their population to be more actively involved.

Unlike similar projects, R4R will not rely on a qualitative approach. Instead, comparisons, identification of good practices and transferability studies will be based on the analysis of consistent sets of data taking into account external parameters.

End of this issue

Contact R4R Team:

info@r4r.eu

R4R Communications (CP2)