Green Week 2014 satellite event

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Ulrich Leberle, CEPI Senior Raw Materials Manager
CEPI

Focuses on:
- Raw materials availability/quality
- Management of energy & carbon
- Product policy
- Sustainability
- Business environment
Raw Materials of the Paper Industry

- Woodpulp
- Pulp Other than Wood
- Paper for Recycling
- Non-Fibrous Materials

Introduction and Improvement of Separate Paper Collection to avoid landfilling and incineration
Recycling in the Paper Industry
Cooperation in the Paper Value Chain

• 70% recycling rate by 2015 in Europe:
• Work on design for environment:
  – Recyclability and scorecards to measure it
• Prevention of waste
• Resource efficiency
• Research and development
• Education and information

www.paperforrecycling.eu
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- A commitment by the European Paper Industry and its partners
- Part of the European Innovation Partnership on Raw Materials
- Recognized by the European Commission
What is the issue?

- High paper recycling rate, but remaining potential (+/- 10 mio tons)
- Strong differences between Member States
  - Some are close to the potential
  - Others are below the European and even global average

Source: CEPI 2012

13 European countries exceed the 70% recycling rate; 10 European countries are below 60%, two countries less than in 2011
Objectives

- Increase recycling rates for paper in countries with less than 60% recycling, focus on Poland and Romania
- Support phasing out landfill and incineration to implement the circular economy and a European recycling society
- Support implementation of separate collection where comingled collection is predominant such as in France and the UK.
Activities

• Assess reasons for below average collection rates
• Demonstrate benefits of separate collection
  – Benchmarking
  – Cost-benefit analysis
• Coordinate local and regional projects
  – E.g. municipalities with paper companies operating in proximity
  – City partnerships
• Sharing best practice
  – From MS with high recycling rates
  – From successful initiatives in new markets
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• Get separate collection started and improved locally
• Divert volume from landfill and incineration
• Make volumes available to European Industry to increase their availability
• Help local authorities meet recycling targets
Interested in becoming a partner?
Open to any private or public administration/organisation/company


www.cepi.org
u.leberle@cepi.org
Thanks for listening!