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# PAPER-BASED PACKAGING RECYCLABILITY GUIDELINES

“How to specify and design paper-based packaging in a way to ensure high quality recycling by the paper industry”

Welcome

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## Raw Materials Director, Cepi

# The Circular Economy needs action at all stages of the cycle



## PAPER-BASED PACKAGING RECYCLABILITY GUIDELINES

"How to specify and design paper-based packaging in a way to ensure high quality recycling by the paper industry"



## GUIDANCE ON HOW TO IMPLEMENT SEPARATE COLLECTION



### What is separate collection?

\* The Waste Framework Directive (WFD) identifies separate collection as a condition for quality recycling and defines it as: "the collection where a waste stream is kept separately by type and nature to facilitate a specific treatment".

\* For paper & board, separate collection not only separates them from residual waste, but also from other recyclables such as plastic, metal or glass.

### Why should separate collection be fully implemented in Europe? What are the benefits for municipalities & citizens?

- \* Compliance with European law.
- \* Homogeneity of the stream means good quality of material and a higher economic and environmental value.
- \* Maximise recycling rate and best efficiency in all steps of the recycling chain: less landfilling & incineration.
- \* Simple and easy for citizens/final consumers.
- \* Optimise costs in the recycling value chain.



European List of Standard Grades of Paper and Board for Recycling

Guidance on the revised

**EN 643**

2013 revision



# Background for the guidelines

- Market
- Legislation
- Extended Producer Responsibility



# HOW TO SPECIFY AND DESIGN PAPER-BASED PACKAGING IN A WAY TO ENSURE HIGH QUALITY RECYCLING BY THE PAPER INDUSTRY

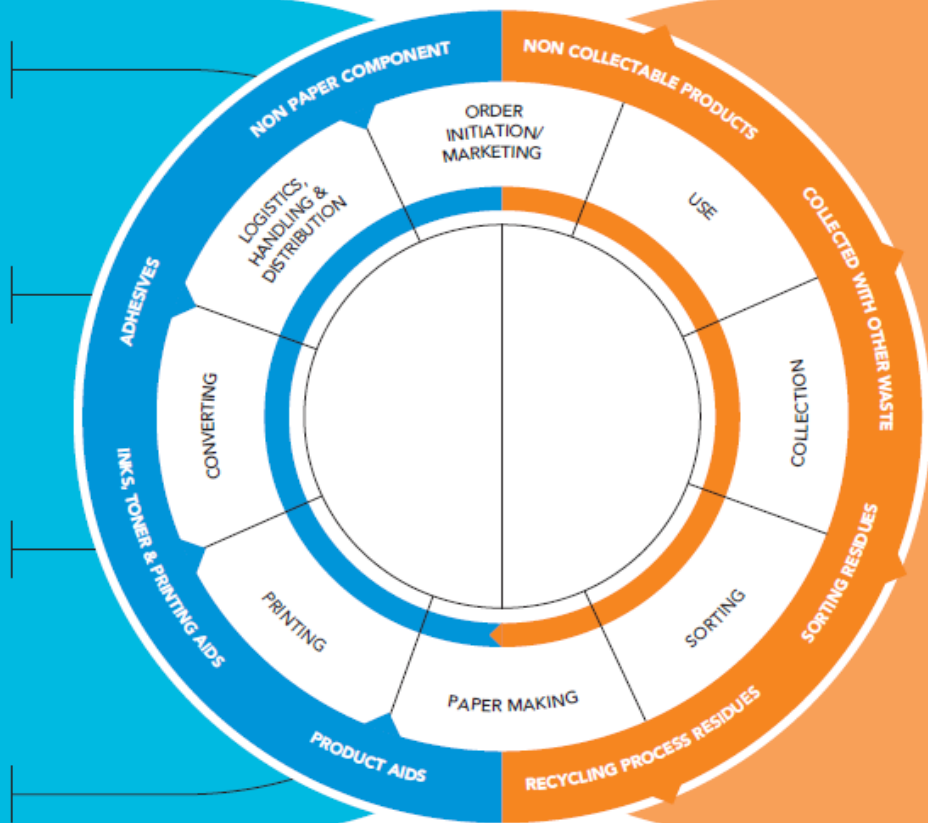
**Eco-design** recommendations to improve packaging recyclability  
and meet national recycling protocols

ON LAMINATES & ALTERNATIVE BARRIERS

ON ADHESIVES

ON INKS, COATINGS & VARNISHES

ON SPECIAL PAPERS & USE OF CHEMICALS



**Eco-management** limit the fiber losses

## Next steps:

- Guidelines have raised a lot of attention and awareness
- Guidelines will be regularly reviewed by the supporting organisations and in the European Paper Recycling Council
- Guidelines brought to the attention of 4evergreen
- Many requests for testing new packaging types
- Project underway to harmonise test methods followed by assessments



Thank you!

[http://www.cepil.org/recyclability\\_guidelines](http://www.cepil.org/recyclability_guidelines)



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