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La perspectiva de Tetra Pak

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Tetra Pak
Tetra Pak at a glance

► World leader in food processing and packaging solutions
► Present in over 170 countries
► Committed to **making food safe and available everywhere**
► Sustainable growths at core of our 2020 strategy
The resource efficiency challenge
Role of food packaging

Enhanced functionalities
► Protect food and nutrition
► Prevent food waste
► Efficient distribution

Contribute to a circular economy
► Use less resources (manufacturing, distribution)
► Use sustainable resources (i.e. renewable, certified sources)
► Recycle materials
Product stewardship beverage carton

Recycling
Keeping materials in the economy

Lots of new products are made from the 43 billion Tetra Pak® cartons recycled in 2013:

- Paper: Equals 12 billion cereal boxes
- Plastic: Equals 1 billion plastic pens
- Aluminum: Equals 12 million bicycle frames
Increase recycling of Tetra Pak packages

WE HAVE
► Recycling solutions
► Models to collect consumer packaging
► Expertise within leading companies

INDUSTRY COLLABORATION NEEDED TO
► Increase collection of consumer packages
► Gain government support
► Engage consumers
Markets for recycled materials exist.

Packaging recycling depends on

**HOUSEHOLD waste COLLECTION:**

► Security in supply
► Quality
► Cost
Recycling in emerging markets

Government
- Close open waste dumps
- Municipalities provide selective household collection
- Incentives for formalisation of waste pickers

Industry provides
- Know-how and management skills
- Program to achieve targets
- Recycling technologies
- End-uses of materials
- Consumer communications

Collaboration
- governments, municipalities, NGOs, waste picker organisations, industry organisations

Including the informal waste sector
Commitment key to success
Capacity building to secure enforcement

National Government
- Environment Ministry
  - Environment Agency
  - Regional/local authorities
- Ministry for Economic
  - Regional/local authorities
Success factors

► Selective collection and efficient sorting
► Consumer engagement
► Shared responsibility businesses and municipalities
► Industry-run compliance scheme(s)
► Lowest sustainable cost (no taxes or state funds)
► Industry obligations shared among producers, packaging suppliers, retailers.
► Transparency
► Penalties for free-riders
► Step-by-step implementation
► No “copy-paste” from other countries
Packaging waste legislation

- Inclusion of all consumer packaging types (no exemptions!)
- Recycling targets for consumer packaging
- Industry shares responsibility with government and consumers
- Industry to discharge legal obligations through producer compliance scheme(s)
- Collection cost added to the consumer purchase price of products
- Requirements and authorisation procedures for compliance (recovery) schemes
Waste management legislation

Basic provisions supporting recycling

- Minimum technical, environmental standards for waste management operations
- Preference for materials recycling over energy recovery
- Bans on designated recyclables from final disposal in landfills
- Mandatory source separation of household wastes
- Pay-as-you-throw charging for waste collection services
- Recycling target for household waste
Product Stewardship
Responsibilities consumer waste recycling

- Waste legislation
- Waste management infrastructure
- Separate collection
- Recycling capacity

Consumer participation

Government
Industry
Learnings waste legislation

Waste management

Success factors

- Clear definitions of waste and recyclables
- Local governments to secure waste collection and disposal capacity
- Recycling targets for household waste
- Source separation
- Direct charging of waste generators for collection and disposal by service providers
- Building financial reserve funds within local authority budgets to fund waste management infrastructure
- Support to informal waste sector transition to socially acceptable conditions, integration in formal waste management system
- Recyclables to be transported as products

* EPR = Extended Producer Responsibility
Learnings waste legislation

Product stewardship concept can work, if...

► Waste management legislation and source separation enforced
► Waste management infrastructure in place
► Consumer engagement
► Shared responsibility for recycling between businesses and municipalities
► Business obligations shared among producers of goods, their suppliers, retailers
► Transparency
► Penalties for free-riders
► Step-by-step implementation
► No “copy-paste” from other countries
Learnings waste legislation
Building an effective hierarchy over time

- **National waste (environment) policy**: Sets overall objectives and targets.
- **Waste management legislation**: Sets legal framework & incentives for recycling.
- **Product stewardship legislation**: Defines products (e.g. tyres, electrical goods, packaging) designated for recycling.
Support inclusive economic development

» In emerging markets

Before

Industry collaboration makes a difference

After
Increase consumer awareness

**DRIVE** consumer campaigns

**DRIVE** school programmes

**PARTNER** with local NGOs
¡Gracias!