

How do we reach the targets?- proposals and ideas
Peter Sundt, Mepex Consult AS, Norway

Agenda

- ◆ A vision for 2020
- ◆ How to reach the landfill directive targets?
- ◆ How to reach the targets for paper and plastics?
- ◆ How to reach the recovery target?
- ◆ Roles
- ◆ Actions
- ◆ Conclusions and homework

Iceland 2020 – some thoughts

- ◆ Tougher environmental challenges, eg climate
- ◆ Population growing more than other nations
- ◆ 3 times as many tourists as today?
- ◆ Tourists expecting a clean country, no littering and good waste solutions
- ◆ More packaging waste generated
- ◆ Packaging in 2020 is different from 2005; e.g more plastics (even for milk and wine?)

The optimal solution for waste handling in Iceland

- ◆ In harmony with long term ambitions and thus all directives and targets
- ◆ Flexibility towards changes
- ◆ Economy of scale, but room for local solutions and competition in the market

Some ingredients needed for the optimal solution

- ◆ Enthusiasm
- ◆ Confidence to the system
- ◆ Cooperation

Recycling and recovery ideas for Iceland

- ◆ In lack of wood: Polywood (Recycled material out of plastics and wood/ paper)
- ◆ If a cement industry shall be competitive in the future: Coal must be substituted by waste fuel
- ◆ The leading fishing nation in Europe should have the best system for fishing net collection and recycling and then teach other countries to do the same.
- ◆ Products of paper and plastics should be based on recycle when possible (Green procurement)
- ◆ Improved recycling solutions for e.g glass

How to reach the targets in the landfill directive?

Targets:

65% less organic waste to landfill in 2020, 50% in 2013, 25% in 2009
(compared to 1995)

Main organic fractions in landfill today:

1. Paper (newsprint and packaging)
2. Food (food waste/wet organic/ kitchen waste)

Alternative strategies:

1. Energy recovery of waste fuel
2. Source separation for increased recycling of paper
3. Source separation of food waste for composting or biogas
4. Combinations of the above alternatives

Conclusion: Integrated solutions for all waste, incl. packaging should be elaborated in the regional waste plans.

How to reach the target for fibre packaging

- ◆ Target: 60% recycling (ca 13.000t or 43kg/inh)
- ◆ Fractions: Beverage carton, carton, corrugated board
(Norway: Corrugated board counts for 80% of the total)

- ◆ Ideas for a strategy:
 1. Focus on the collection of fibre packaging from industry in 06-07
 2. Increased campaigns towards households in 2006 and 2007 based on the collection system today
 3. Based on the waste plans, the collection systems from households may change as of 2008 and 2009.
 4. A model for financial support for all fibre packaging should be developed. This model should make it possible also to support a mixed fibre stream delivered for industrial sorting abroad.

How to reach the plastic target?

- ◆ Focus on film from industry and agriculture in 06-07
- ◆ In 2006 prepare for PP-big bag and EPS focus in 07-08
- ◆ In cooperation with Efna analyze potentials and systems for rigid plastics from industry in 2006 (often hazardous)
- ◆ Households; Test different collection solutions in cooperation with municipalities and Endurvinnslan in 2006 and 2007
- ◆ In 2006 and 2007 elaborate on different sorting, recycling and recovery solutions.
- ◆ Improve statistics and reporting systems during 2006 in cooperation with other EPRO countries
- ◆ Evaluate systems and results end of 2007 and update strategy for 2008-2011
- ◆ Give national recyclers a chance!

How to meet the recovery target (60%)?

1. Energy recovery of waste should be based on a demand for the energy produced ;
 - ◆ Where do we need energy in Iceland?
 - ◆ Is energy from waste the best solution?
 - ◆ Who could substitute coal with waste fuel? (Cement..)

2. If energy is not needed in Iceland, we have the following opportunities:
 - ◆ Export waste fuels to industrial /energy plants
 - ◆ Export more packaging for mechanical recycling
 - ◆ Export a mixed plastic fraction for feedstock recycling

3. If there are no possibilities to reach the recovery target, the situation should be discussed with the EU-commission. In that case recycling targets should be reached by a good margin!

Simple role model – a key to success

- ◆ Ministry makes general rules and fix the targets
- ◆ EPA follow up and control systems, statistics and reports
- ◆ IRF stimulates the market to reach specific targets. IRF makes agreement with players in the market and give some financial support. IRF supports also with competence and campaigns. IRF develops and reports statistics and results to EPA
- ◆ Municipalities develop waste plans with targets and follow up with improved solutions and campaigns
- ◆ Operators deliver their services within collection, sorting, transport, export, recycling, landfill, recovery, composting.
- ◆ Households and business are stimulated to participate and to use the systems by the above partners

Some ideas for the IRF support to the market

- ◆ Based on targets to be met
- ◆ Based on an optimal mix of sub targets for different subfractions (e.g big bags) and markets (e.g Industry)
- ◆ Based on net extra costs in an efficient system
- ◆ Based on standard reports for recycling of the material
- ◆ Priority to the most profitable fractions first
- ◆ Step by step on household fractions based on projects and further studies
- ◆ Support projects
- ◆ Organize and support information and campaigns

Ideas for a proactive IRF

- ◆ The "IRF annual kick off" for contract partners
- ◆ Organized visits to plants and conferences abroad
- ◆ Projects/ tests – basis also for media
- ◆ Market analysis – basis for collectors and media
- ◆ Improve statistics and reporting as a tool both for better planning and as a service for increased confidence
- ◆ Documentation on LCA also as a basis for improvements
- ◆ Best practice on collection
- ◆ Information kit for both municipalities and trade/ industry
- ◆ Report results and "succes stories" in media
- ◆ Support or arrange mini seminars for trade and industry, farmers; How to do it/ practical solutions!

Ideas to promote household collection

- ◆ Competition between municipalities; Who is the best this year in collecting eg beverage cartons?
- ◆ Activities and education at the recycling centres
- ◆ Activities in school; Part of education/ projects
- ◆ Beverage carton, a small but important fraction to be promoted; write your name on the cartons and win 1 mill ISK!
- ◆ Information with a positive message on the packaging, e.g on milk cartons, carrier bags and even on waset sacks in cooperation with industry and trade

Conclusion: A step by step approach

- ◆ Focus on plastic film and corrugated board from industry and agriculture in 2006-2007
- ◆ Prepare for PP-big bags and EPS in 2007-2008
- ◆ Regional waste plans to be developed in 2006- 2007, implementation of changes in 2008-2009
- ◆ Tests for plastics from household in 2006-2007
- ◆ Stimulate beverage cartons and thus all fiber collection from households in 2006-2007
- ◆ Improve statistics and reporting systems for better strategies and higher confidence
- ◆ More enthusiasm and communication!

Homework for everyone...in cooperation!

- ◆ Ministry to clarify ambitions and targets
- ◆ Municipalities to work out waste plans and make tests for plastics
- ◆ IRF to work on step by step as a proactive organizer of systems, projects and communication.
- ◆ Endurvinnslan to test solutions for non deposit packaging
- ◆ Efna to analyze systems for rigid plastics from industry
- ◆ Private collectors should develop good "products" for their customers, efficient logistics and sound recovery solutions
- ◆ Industry optimizes packaging and takes part in campaigns
- ◆ Everyone has a responsibility for the targets and should therefore participate in the team! And not stop working even if all problems are not solved

Thank you and good luck!
Best regards:

Peter.sundt@mepex.no

www.mepex.no