

Packaging Optimisation in Europe

All of the European Union member states and many other countries have national packaging compliance schemes equivalent to Repak. Though there are some variations in what each of those organisations does within its own country and within the terms of its own national legislation, they are all committed to achieving the recycling targets set down in the EU Directives. PRO EUROPE is the



umbrella organisation which represents the interests of national compliance schemes. In its primary role, PRO EUROPE is the general licensor of the Green Dot trademark. It also acts as the authoritative voice and common policy platform representing the interests of all packaging recovery and recycling organisations founded and run by or on behalf of obliged industry.

Repak has been a member of the body since 1999.

The exchange of opinions and experience between the various collection and recovery systems is a vital part of the continued implementation of the European Packaging Directive in each EU Member State. One way of doing this is through sub-groups. Repak are now represented on the Packaging Prevention working group. This group meets three or four times a year and concentrates on areas where member countries can help each other to improve packaging optimisation and packaging waste prevention activities.

The current work programme includes the following:

- **Prevention Indicators**

Investigating common metrics for packaging prevention that can be used across Europe

- **Packaging Trends**

Identifying the reduction of materials in packaging across Europe over the last number of years.

- **A European Packaging Prevention web-site**

Setting up a packaging prevention website that can be used by any scheme or member in Europe.

- **Packaging Prevention Guidelines**

Gathering best practice from across Europe in packaging waste prevention and packaging optimisation.

- **Prevention Questionnaires**

Collating prevention information gathered by different schemes to identify priority areas.

By tackling these projects at a European level the results will be useful for all of our members, no matter which countries they are trading in. The working group can also benefit from the experience of members that have worked on similar projects in their own countries and individuals can learn of the advantages or disadvantages of projects they are working on from the experience of other schemes.

For further information on the Packaging Prevention working group please contact Colm or John at Repak or view the PRO Europe website at www.pro-e.org.

PRO EUROPE's members span 33 countries: 26 Member States (Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom), 2 candidate countries (Turkey, Croatia), Serbia, Norway, Iceland, Ukraine and Canada.