

Reloop's Year in Review And A Look Ahead to 2017

Dear Members of Reloop,

I hope this letter finds you well and that you had a good 2016. I want to start this note by sincerely **thanking each of you for being a member of Reloop and for helping make this year such a successful one**. Through the shared knowledge, expertise and resources of our global network, **Reloop continues to serve as the platform for connecting stakeholders and influencing decision-makers to adopt policy that supports the transition towards a circular economy in Europe**.

For our first annual year in review, I'd like to share some highlights from 2016 and give you a preview of our plans and priorities for 2017.

2016: Year in Review

- We welcomed several new members and worked with existing ones to **build coalitions with like-minded partners that effect change** across a host of issues, including reusable transport packaging; modification of the recycling calculation methodologies; recycled-content and marine plastics reduction to name a few.
- In April, we released a position paper summarizing **our views on several critical elements of the legislative proposals** of the CEP as well as the EU Action Plan for the Circular Economy. We have been **actively engaged in the amendment process**, and believe that **our advocacy has translated into the progressive legal text** being put forward in the next year.
- In my role as Managing Director, I **have met with Members of Parliaments, assistants, attachees at Council, bureaucrats at the Commission** and other key decision makers in industry and government throughout Europe to discuss critical issues and solutions.
- **Reloop became a member of the Association of Cities for Recycling "ACR+", and in June we hosted the EPR Club debate in Brussels** to take a closer look at the financial impact of introducing (or modernizing existing) deposit return programs for beverage containers in members states.
- **In early October, we co-hosted the 4th Global Deposit Summit in Edinburgh, Scotland**. The event was attended by 65 people from more than 17 countries around the globe, further expanding the Reloop network.
- Throughout the year, I have **made presentations or participated on panels** at several conferences hosted industry and ENGOS.
- **Dispatches from Europe** - <http://www.cmconsultinginc.com/category/dispatches-from-europe/> is a new monthly column we created, published by Resource Recycling magazine (distribution 30,000 globally). The issues addressed are highly relevant and these columns are widely distributed via social media.
- We **developed factsheets on policy instruments** to promote refillable bottles, as well on economic success stories of reusable transport packaging, and produced country-



specific charts showing beverage sales data by beverage type and packaging type from 2000-2015. You can find them at: <http://reloopplatform.eu/reloop-reuse-resource-center/>

- We also created several **easy-to-understand videos on the topic of deposit-return**, which will be available over the next few weeks.

As you can see, it was an incredibly busy and productive year.

So what's ahead for Reloop in 2017?

- In January, we uploaded **8 short YouTube compilation videos of interviews of experts** on the most frequently asked questions on deposit-return. The videos can be viewed at this link: www.youtube.com/channel/UC8OIm9N8Ug2IL8ryTUz3EWA
- In late February, we'll release our latest publication, ***Deposit Systems for One-Way Beverage Containers: Global Overview (2016)***. We will share it soon.
- In March, **Reloop will co-hosting the 6th European REUSE conference in Brussels**. The goal of this conference is to raise awareness and bring attention to the ecological, economic, and social advantages of refillable beverages and reusable transport packaging. We expect the conference to be fairly high-profile and generate a lot of interest.
- **Throughout 2017, Reloop will continue to work closely with the EU Commission as it develops its Plastics Strategy** (due at the end of the year) and help them operationalize the **recycling calculation method and guidelines**. On policy, we will introduce **new discussions around recycled-content and reusable transport packaging**, while continuing dialogue on other key policy issues from 2016 like expanding and developing deposit-based systems for beverage containers as well as other product and packaging types, like some marine product wastes and electronic items.

We have a great deal to accomplish in 2017 and **by working together we will ensure that our voices as unified network of stakeholders are heard.**

On behalf Reloop, I wish you all a happy and healthy 2017 and look forward to working together this year.

Sincerely,



Clarissa Morawski

Managing Director, Reloop

